



Best location to
open a restaurant
in Helsinki

Introduction

- ▶ Over 50 percent of new restaurants goes out of business in their first three years period
- ▶ Having a good location and concept can help the restaurant to succeed
- ▶ In this project we tried to find out the best location and type to open up a restaurant in Helsinki

Data

- ▶ Data is acquired from Foursquare's explore and venues API
- ▶ Explore API columns:
 - ▶ Name, id, coordinates, postal code, categorie
- ▶ Venues API columns:
 - ▶ Tip count, likes, rating, price tier

Methodology

- ▶ K-means algorithm to cluster restaurants in 10 clusters
- ▶ Four top clusters and top 10 restaurants chosen for further analysis and visualization
- ▶ Exploratory analysis based on the results and visualizations of the results.

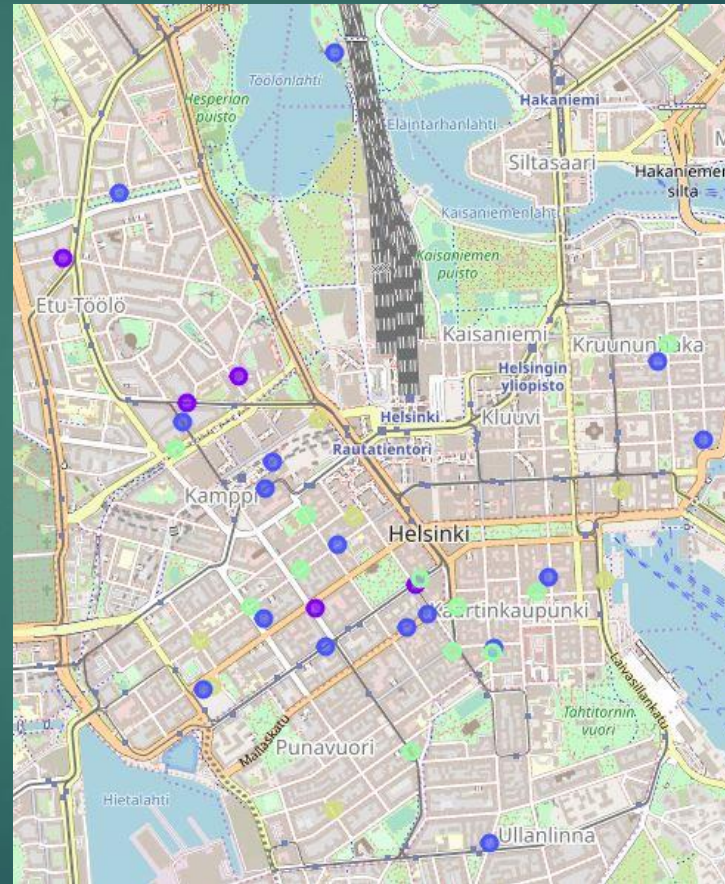
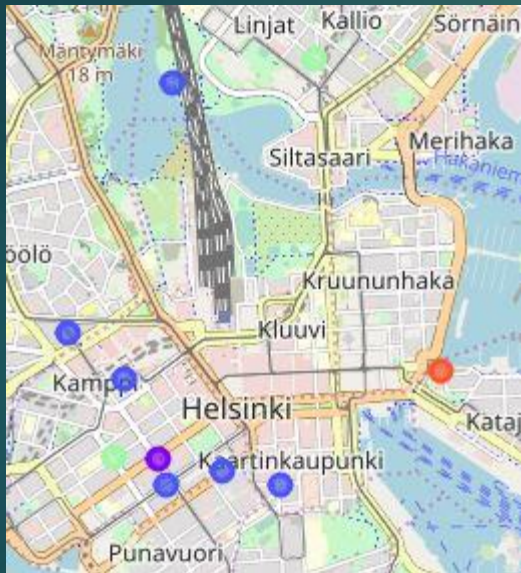
Results 1/2

[57]:

	name	categories	lat	lng	postalCode	Tip Count	Likes	Rating	Price tier
0	Café Trocadero	Mediterranean Restaurant	60.165103	24.942498	00120	33	91	9.0	2.0
1	Boulevard Social	Mediterranean Restaurant	60.166128	24.942034	00120	60	179	8.9	2.0
2	Gaijin	Asian Restaurant	60.165949	24.941759	00120	98	255	8.9	3.0
3	Patisserie Teemu & Markus	Bakery	60.167899	24.938190	00100	30	55	8.9	1.0
4	Passio	Scandinavian Restaurant	60.167088	24.937240	00100	27	92	8.9	2.0
5	Penny	American Restaurant	60.164708	24.941308	00120	22	89	8.9	2.0
6	Ravintola Vinkkeli	Scandinavian Restaurant	60.164107	24.946349	00130	13	43	9.1	2.0
7	Ragu	Restaurant	60.165831	24.944672	00130	31	111	8.7	2.0
8	Ravintola Muru	French Restaurant	60.165268	24.935957	00120	44	133	9.1	3.0
9	Zucchini	Vegetarian / Vegan Restaurant	60.166160	24.949551	00130	8	37	8.9	3.0

	Cluster count	Tip Count	Likes	Rating	Price tier
Cluster Labels					
2	16	23.375000	78.437500	9.050000	2.0
1	5	55.600000	158.400000	8.960000	3.0
7	7	21.714286	64.714286	8.828571	1.0
6	13	73.307692	218.307692	8.730769	2.0

Results 2/2



Conclusion

- ▶ Kamppi is the best location to open a Restaurant in Helsinki
- ▶ Moderate priced Scandinavian restaurant would be the best type of the restaurant based on the data
- ▶ Restaurant can still be popular in spite of the location and the type