



# Best location to open a restaurant in Helsinki

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# 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 was acquired from Foursquare's explore and venues API
- ▶ The used data columns:
  - ▶ Explore API:
    - ▶ Name, id, coordinates, postal code, categories
  - ▶ Venues API:
    - ▶ Tip count, likes, rating, price tier
- ▶ Rating was used to determine what was the most successful restaurant

# Methodology

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

# Results 1/2

- ▶ Cluster label 2 was the highest rated cluster
  - ▶ Cluster label 2 restaurants belonged to price tier 2
- ▶ Most of the top 10 restaurants belonged to cluster label 2

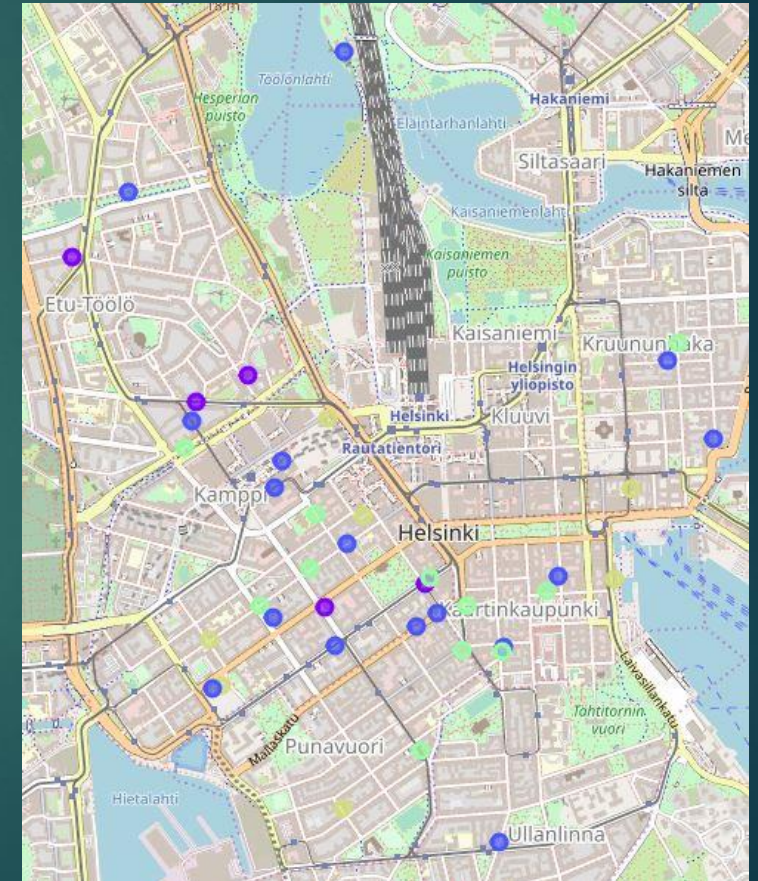
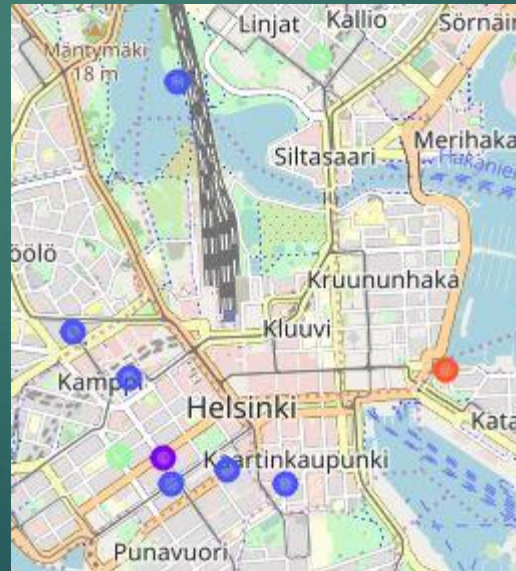
	Cluster count	Tip Count	Likes	Rating	Price tier
Cluster Labels					
2	16	23.375000	78.437500	9.050000	2.0
1	5	55.600000	158.400000	8.960000	3.0
7	7	21.714286	64.714286	8.828571	1.0
6	13	73.307692	218.307692	8.730769	2.0

	Cluster Labels	name	Tip Count	Likes	Rating	Price tier	lat	lng
33	9	Johan & Nyström	146	480	9.3	3.0	60.169025	24.960081
14	6	Gran Delicato	99	252	9.2	2.0	60.165302	24.932183
4	2	Ravintola Vinkkeli	13	43	9.2	2.0	60.164107	24.946349
78	2	Sinisen huvilan kahvila	34	143	9.2	2.0	60.181305	24.937043
12	2	Cafe Rouge	11	32	9.2	2.0	60.168711	24.933027
0	2	Café Trocadero	33	91	9.1	2.0	60.165103	24.942498
10	2	Levant	25	105	9.1	2.0	60.164131	24.936531
39	2	Paulette	26	60	9.1	2.0	60.158475	24.946111
29	2	Twisted Street Kitchen	23	95	9.1	2.0	60.170641	24.928203
7	1	Ravintola Muru	44	133	9.1	3.0	60.165268	24.935957



# Results 2/2

- ▶ Most of the top 4 cluster label and top 10 restaurants are located in Kamppi area.
- ▶ There is quite wide spread of the locations of the restaurants
- ▶ Most cluster label 1 restaurants are located in Etu-Töölö area.



# Conclusion

- ▶ Kamppi area 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