

Battle of Neighborhoods

Introduction

Gdansk is one of the most popular tourist destination in Poland. As stated on the official web page (<https://www.gdansk.pl/en/for-tourists>):

Gdańsk is a pearl of bourgeois architecture, boasting beautiful houses and a unique market. It is a world of cozy streets and historical churches. These are also perfectly preserved fortifications, ranked among the biggest in Europe, and interesting harbour architecture.

The industrial sections of the city are dominated by shipbuilding, petrochemical & chemical industries, and food processing. The share of high-tech sectors such as electronics, telecommunications, IT engineering, cosmetics and pharmaceuticals is on the rise.

Due to large number of tourist, but also and well paid workforce, Gdansk seems to be a good place for people interested in investing in the restaurant industry.

This documents discusses the approach that can be useful for making business decision by potential investors in Gdansk. As it is a high competitive market, the choice of proper destination must be carefully considered.

Business problem

Let's suppose that the investor want to open a new Indian food restaurant. The question is: which district will be the best choice for establishing the restaurant? The more general question - is there still a place for a new restaurant serving Indian food?

Data

1. List of postal codes in Gdansk can be retrieved from the following **webpage**:
<https://worldpostalcode.com/poland/pomerania/gdansk>

Note: only 80-xxx codes should be considered (other doesn't belongs to Gdansk but to nearby cities)

2. Postal codes will be converted into location using **Geocoder**
3. For each location (postal code) list 10 most popular venues using **Foursquare API**
 - a. Check location where there is already the Indian restaurant – try to find the similar locations where there is no Indian restaurant