

# **Open a new restaurant in the city of Helsinki, Finland**

Applied Data Science Capstone project

# Business problem

- Opening a new restaurant is a challenging task
  - Needs quality food with suitable pricing
  - Correct location
  - Right concept

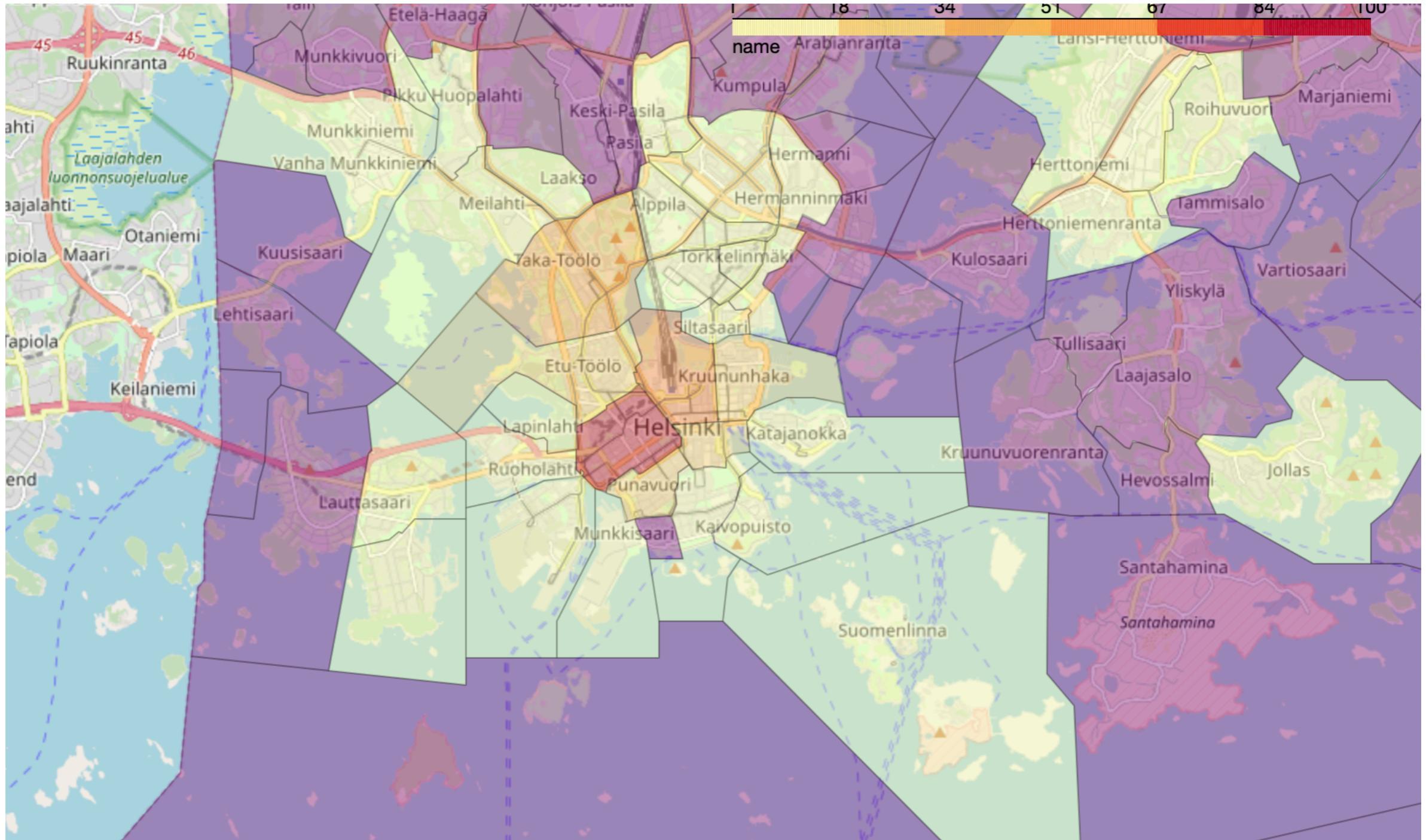
# Business requirements

- The analysis should investigate the following requirements
  - What are the current restaurant concepts in Helsinki?
  - Are there any restaurant concepts that are under represented in Helsinki
  - The proposed location should be in an area with multiple other restaurants.
  - There should not be a similar restaurant with a same concepts near by
  - The neighborhood should be accessible easily via public transportation

# Data sources

- Foursquare API
  - Restaurant info
- eat.fi REST API
  - Restaurants not present in the Foursquare data
- DigiTransit API
  - Public transportsations data

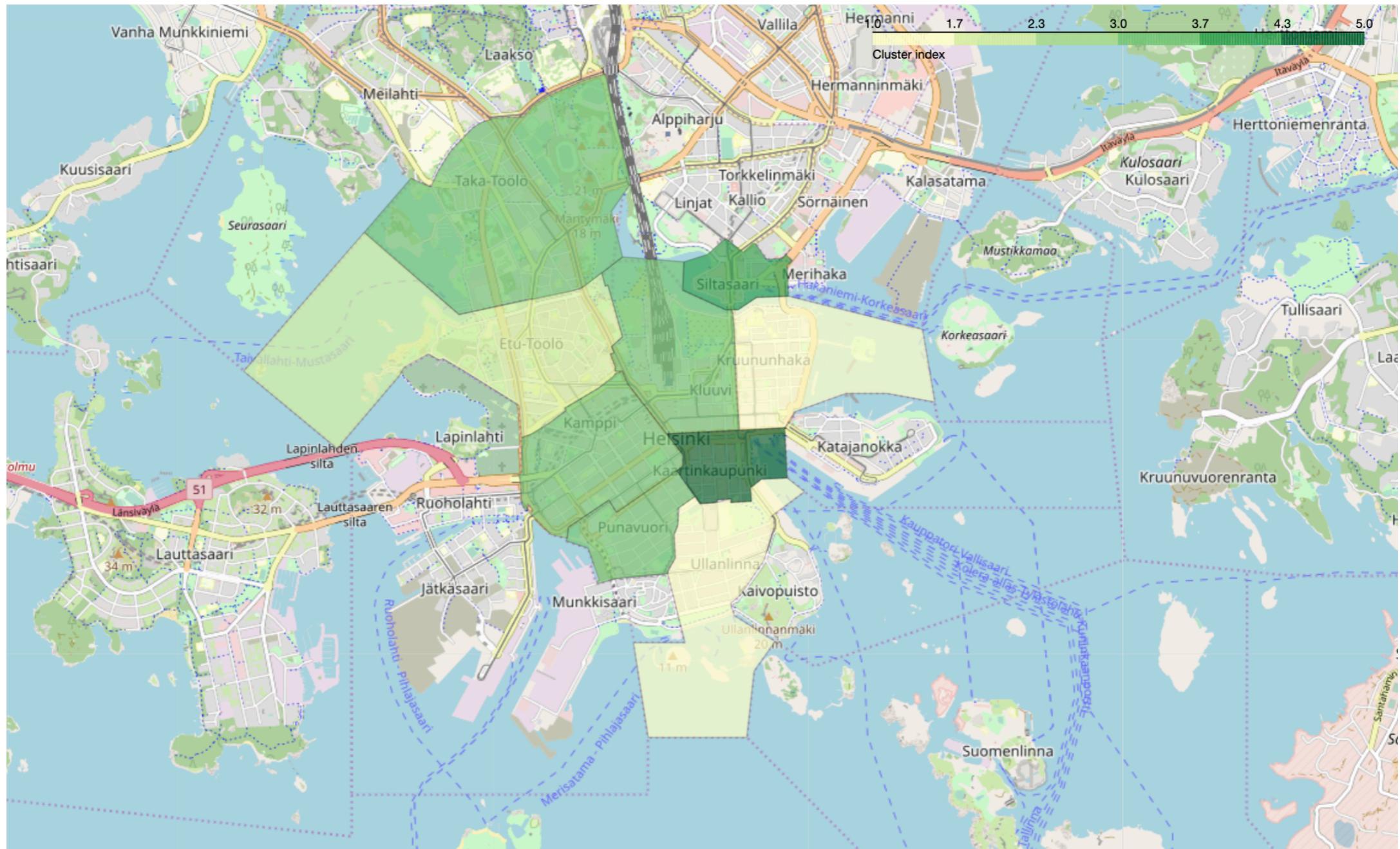
# Restaurant counts in different neighbourhoods



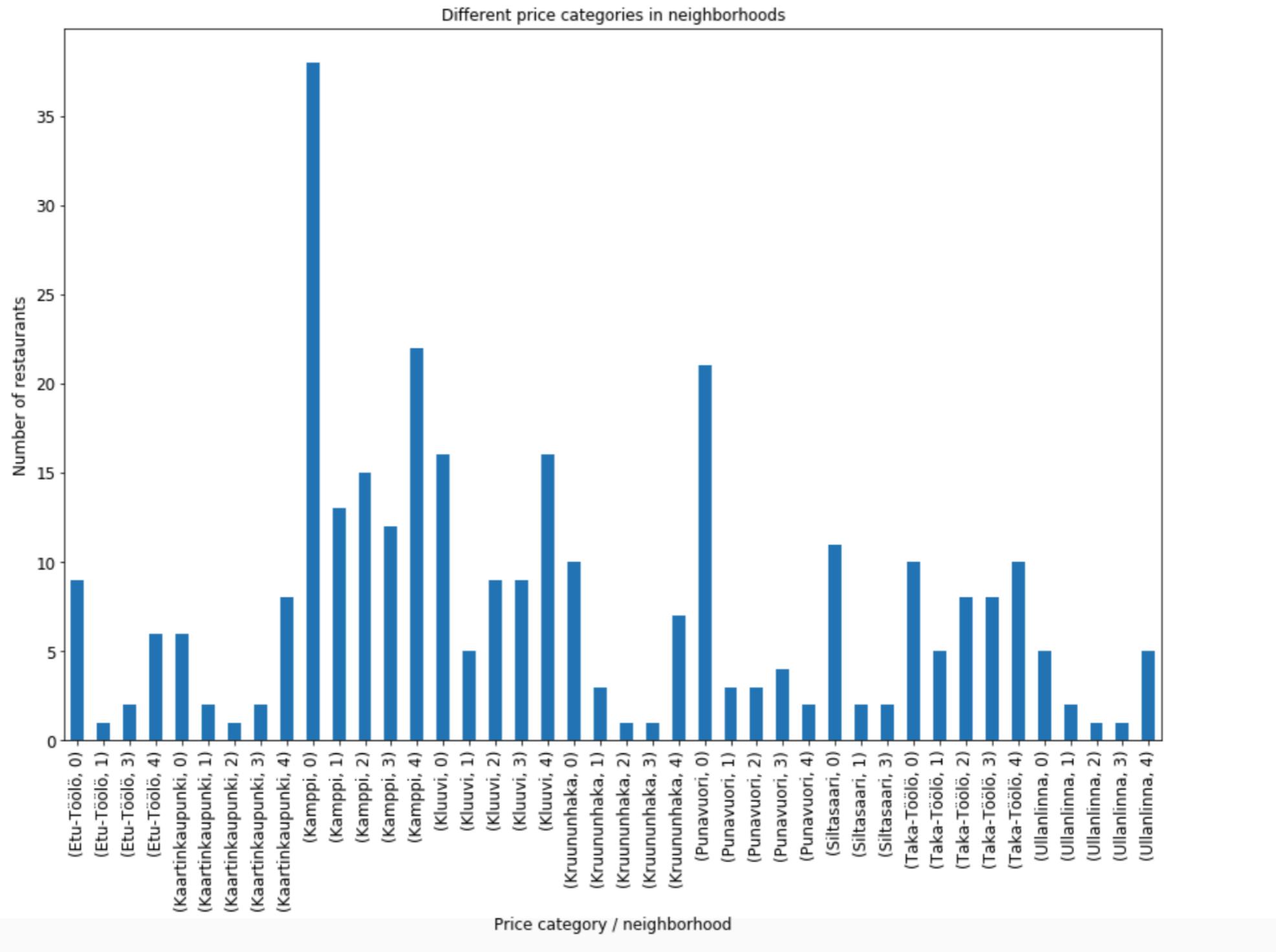
# Restaurant type in different neighbourhoods

	neighborhood	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Most Common Venue	7th Most Common Venue	8th Most Common Venue	9th Most Common Venue	10th Most Common Venue
0	Etu-Töölö	restaurant	cafe	finnish restaurant	danish	chinese restaurant	pizzeria	japanese restaurant	fast,fresh, fit,	falafel	russian restaurant
1	Kaartinkaupunki	scandinavian restaurant	finnish restaurant	restaurant	steak-restaurant	indian restaurant	greek restaurant	german	european	seafood	coffee shop
2	Kamppi	restaurant	cafe	italian restaurant	chinese restaurant	sushi restaurant	nepalese restaurant	mexican restaurant	japanese restaurant	coffee shop	pub
3	Kluuvi	restaurant	cafe	italian restaurant	pizza place	gastropub	finnish restaurant	mexican restaurant	fast kebab	indian restaurant	american restaurant
4	Kruunuhaka	finnish restaurant	italian restaurant	pizza place	scandinavian restaurant	cafe	restaurant	asian restaurant	korean	tasty authentic	german cafe
5	Punavuori	restaurant	japanese restaurant	italian restaurant	cafe	pizza place	asian restaurant	finnish restaurant	coffee shop	design restaurant	deli / shop
6	Siltasaari	restaurant	cafe	nepalese restaurant	fast kebab	soup place	coffee shop	chinese restaurant	sushi restaurant	falafel	fast,fresh, fit,
7	Taka-Töölö	restaurant	cafe	japanese restaurant	indian restaurant	asian restaurant	italian restaurant	finnish restaurant	pizza place	mexican restaurant	nepalese restaurant
8	Ullanlinna	pizza place	finnish restaurant	restaurant	italian restaurant	french restaurant	russian restaurant	spanish restaurant	cafe-terrace	international	german

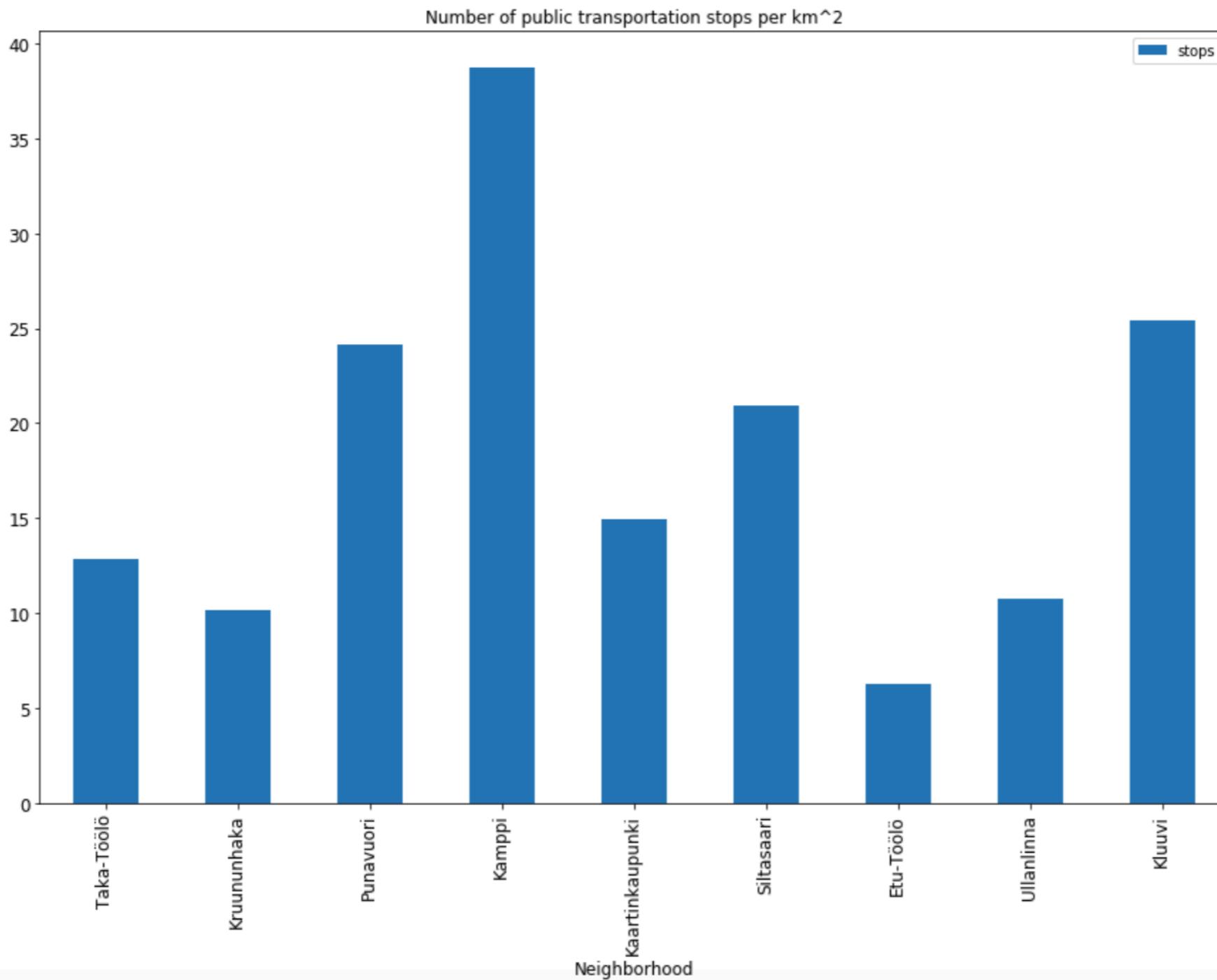
# Similar neighbourhoods clustered based on restaurants



# Price categories in different neighbourhoods



# Public transportation in different neighbourhoods



# Results of the analysis

- Majority of the restaurants in the Helsinki are clustered within a few neighborhoods
- There are plenty of generic restaurants without any clear concept
- Finnish and asian kitchens are well represented
- On average the more moderately priced restaurants (price categories 1-3) seem to get good reviews
- There are differences between the neighborhoods when looking into the availability of public transportation
- Cheapest category is most common in each of the neighborhoods
- With the exception of Taka-Töölö region there seems to be a shortage mid-price categories in each of the neighborhoods
- Most common ethnic cuisines are Finnish, Italian, Japanese and Chinese

# Recommendations

- Avoid the central neighborhoods (Kamppi, Kluuvi) - There is already an abundance of restaurants and it might be difficult to profile
- Best price point seems to be the price categories 2 and 3 - There are less restaurants on these categories and they seem to get better reviews
- From the neighborhoods Punavuori seems to be a good compromise - Not too crowded from the existing restaurants perspective and good public transportation
- New restaurant needs a strong concept - There a plenty of generic restaurants making it difficult to create a strong brand
- Avoid Finnish, Italian, Japanese and Chinese restaurant concepts - These are the most common restaurant categories in Helsinki