



Proposing new bar
location in Moscow

Problem statement

- To find an optimal location for a new bar in Moscow city center, Russia.
- The location should be far enough from other bars but still in a crowded area.

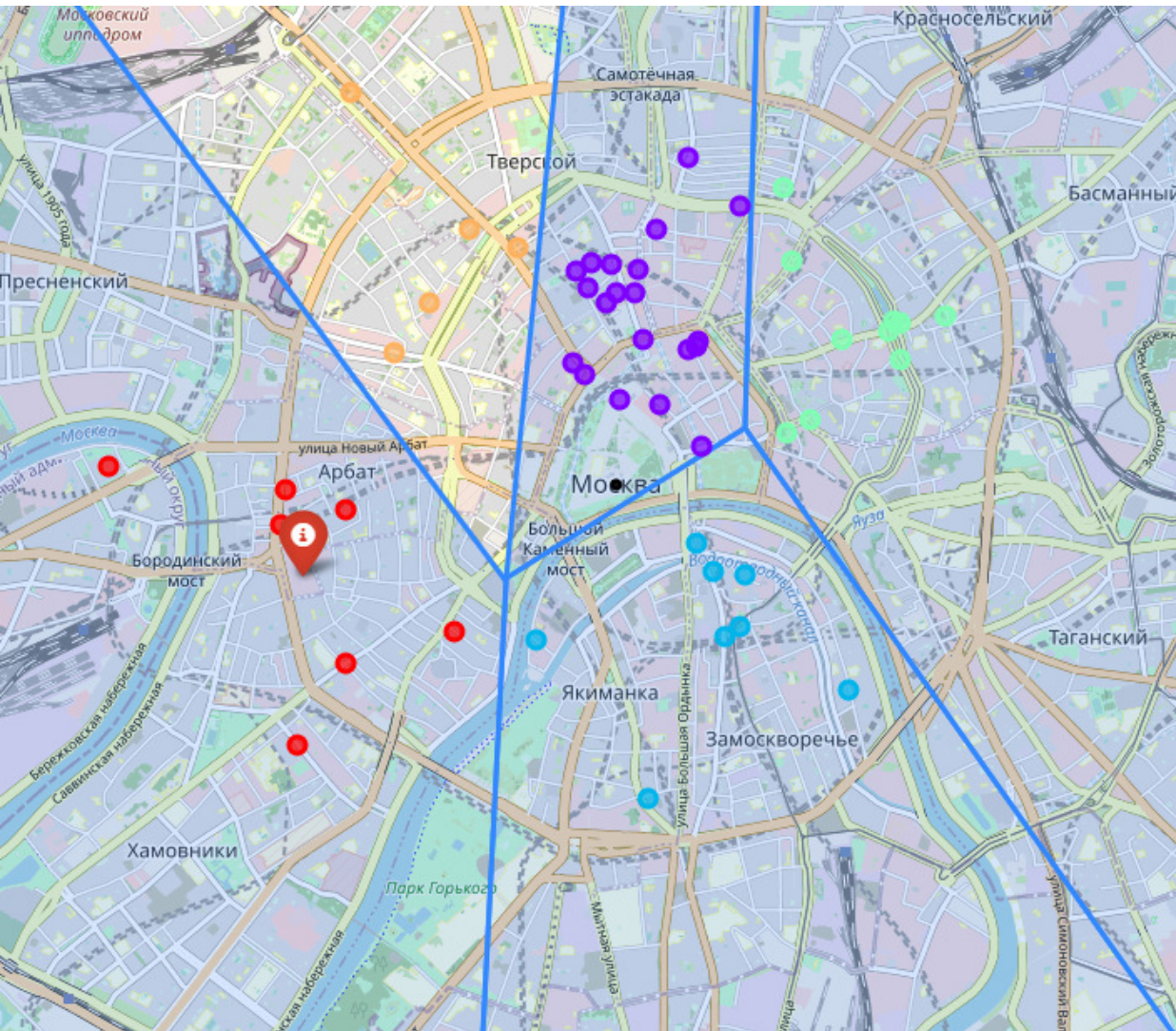
Methodology

- Getting locations of bars in the city center
- Cluster the locations to get **crowded areas** (here the idea is that existing bars already locates around profitable areas)
- Find the least dense cluster (area/number of bars)
- For the selected cluster find the spot which further away from other bars
- Check if any offices around proposed locations (i.e. proposed bar location should be close to some offices as spot of people attraction)

Map of Moscow showing the distribution of blue dots representing the locations of various enterprises. The map includes major roads, rivers, and district names. A red dot marks the city center. The dots are concentrated in the central and northern parts of the city, particularly around the Arbat and Tverskoy districts.

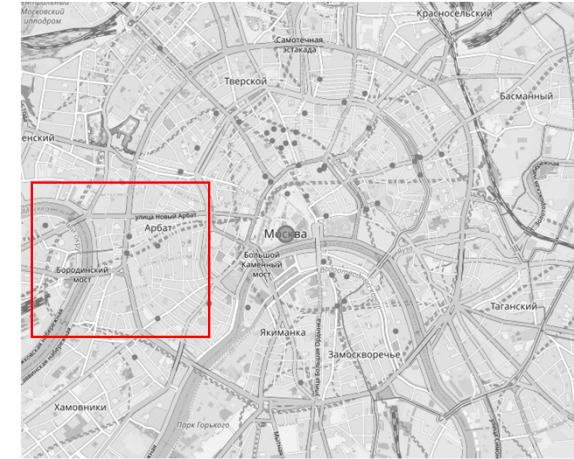
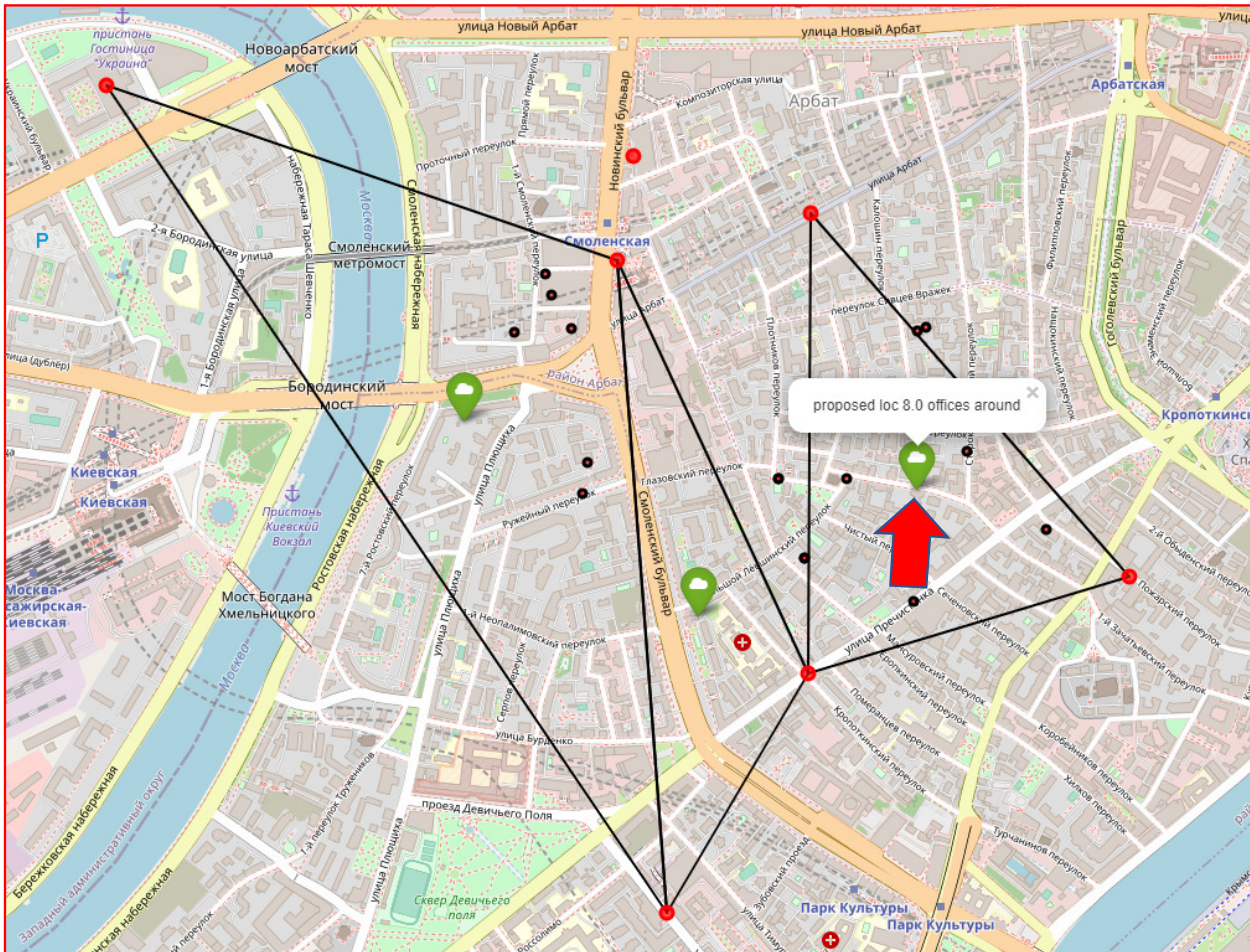
(I think there are more but let's use these dataset as a starting point)

Existing bar's clusters



Seems that west area (Arbat) has the least amount of bars density

Proposed locations



On the Arbat area, "Perichenskiy pereulok" seems to have the highest potential for due to 8 offices location in walking distance