Exquisite
Cuisine

Amsterdam best
Restaurant
location

SG Consult I/O

Our small company is addressing the request from IFDR group (International Flying Dutch Restaurants) to perform a quick assessment for a new Restaurant location in Amsterdam

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PROBLEM

- Identify the optimal location in Amsterdam for a new High-Quality International Cuisine Restaurant planned to be developed in Amsterdam by IFDR

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SOLUTION

- We will use information from open public data available from Wikipedia on Amsterdam and its Boroughs, Open-Data portal of the city, and European Data Portal.

- We use Python libraries to clean, filter, visualize, analyze and cluster the information.

- We will perform K-Means clustering on the main data set and visualize information using Folium library

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End-to-End Process

Data acquisition

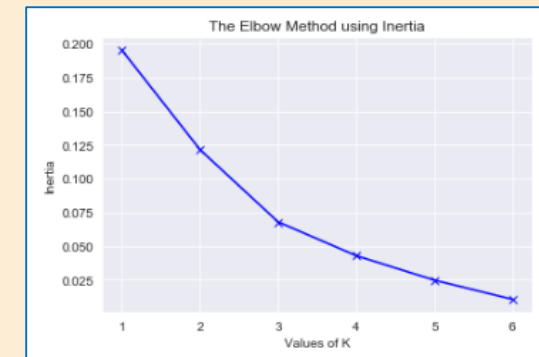Acquiring and aggregating data from open sources.

- Amsterdam boroughs
- Venue type and locations (Foursquare API)
- Boroughs segmentation
- Geolocation data
- Demographics

Data Processing and Visualization

- Check for missing data, filter unnecessary data (Fast-Food, Snack-Bars, etc.)
- Summary of Restaurants types per Borough.
- Visualize relevant graphs
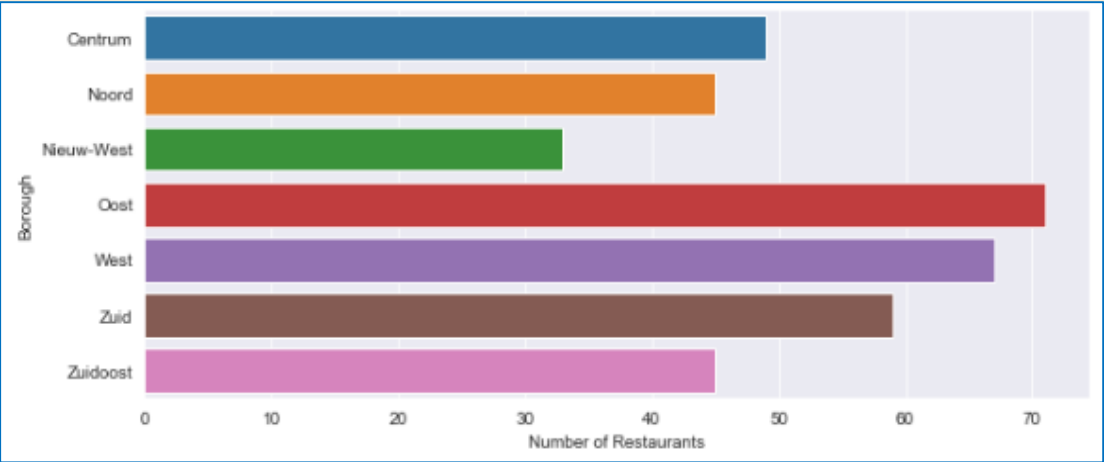- Data processing for clustering: one-hot encoding

Clustering / mapping

- Identify optimal K [3] cluster number
- Perform K-Means clustering and add cluster labels to main table.
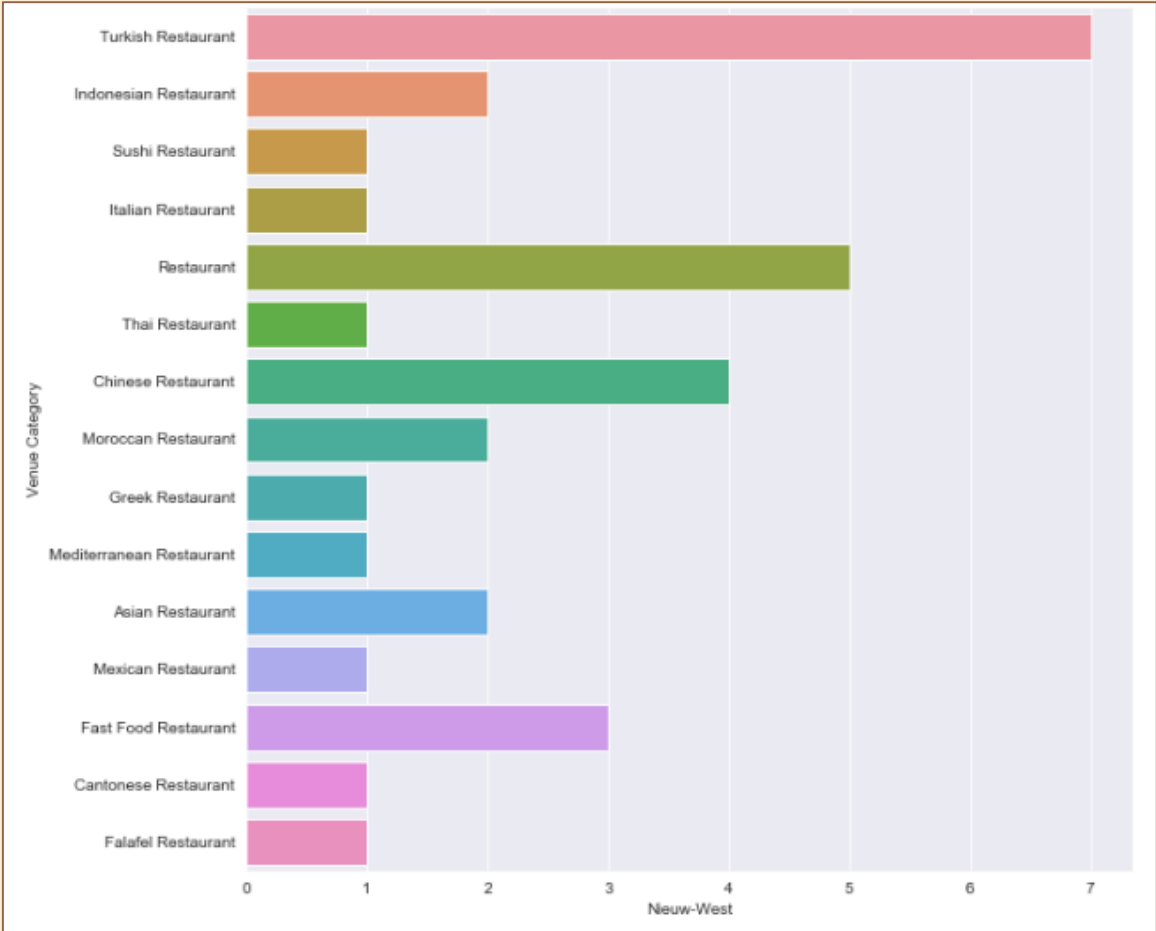- Use Folium to display the map of Amsterdam, clusters and restaurants

Visuals of relevant information
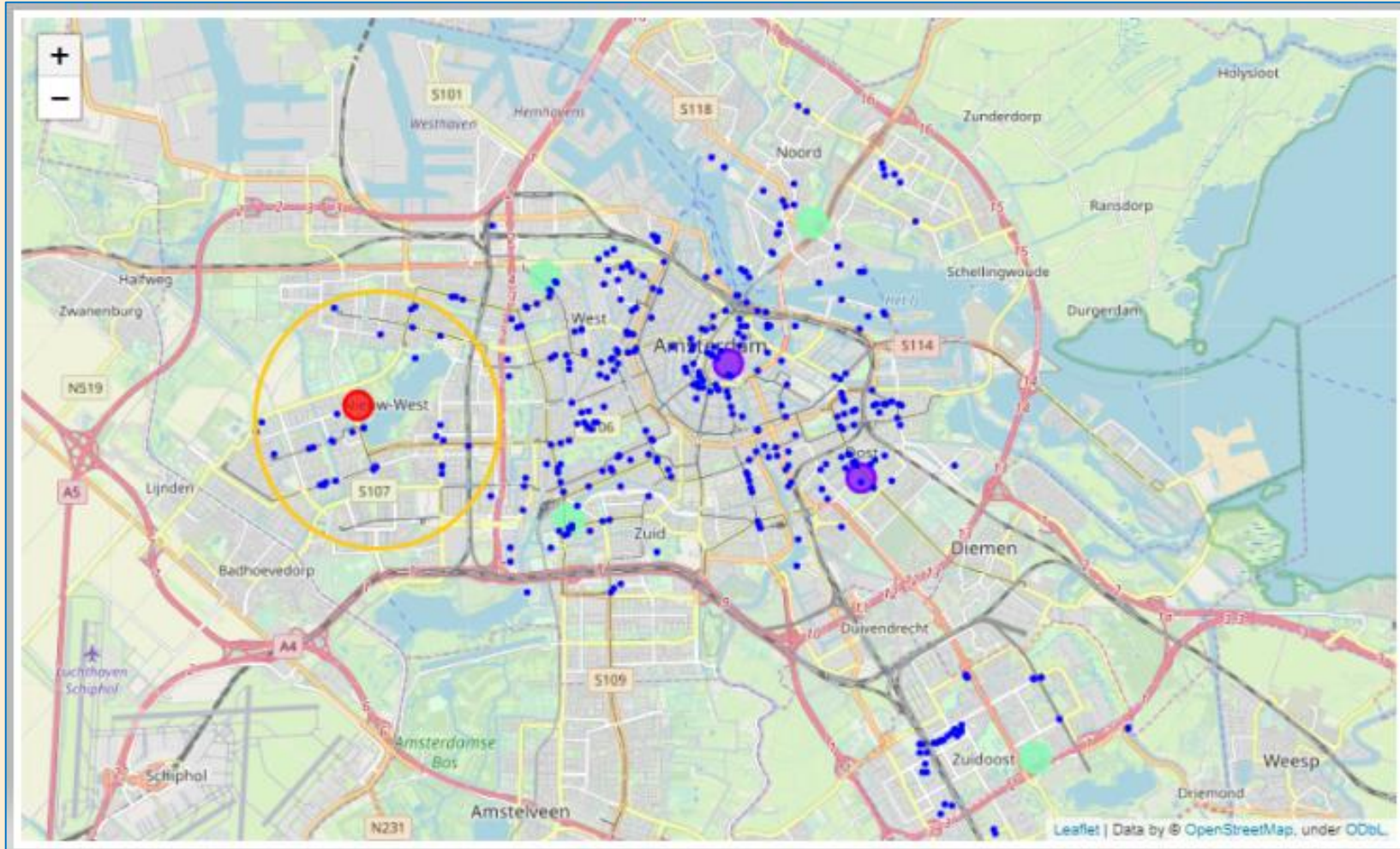
Restaurants per Borough

Borough	Borough Lat	Borough Lng	Venue	Venue Lat	Venue Lng	Venue Category
Centrum	49	49	49	49	49	49
Nieuw-West	33	33	33	33	33	33
Noord	45	45	45	45	45	45
Oost	71	71	71	71	71	71
West	67	67	67	67	67	67
Zuid	59	59	59	59	59	59
Zuidoost	45	45	45	45	45	45

Nieuw-West Borough

Amsterdam Map with clusters and Restaurants

Recommendation

Nieuw-West

Recommended Location

Amsterdam **Nieuw-West** Borough with category type Restaurant **mean of 15%** and has a population of 151.677

Oost

Alternative Location

Amsterdam Oost Borough with category type Restaurant **mean 21%** and has a population of 135.767

THANK YOU!

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