Giving recommendations for opening a new restauran

Capstone Project - The Battle of Neighborhoods (Week 2)

Business Problem

- Someone who is looking to open a restaurant
- What is the density of restaurants in the neighboorhood?
- Which recommandations based on geographical and external data can be provided?

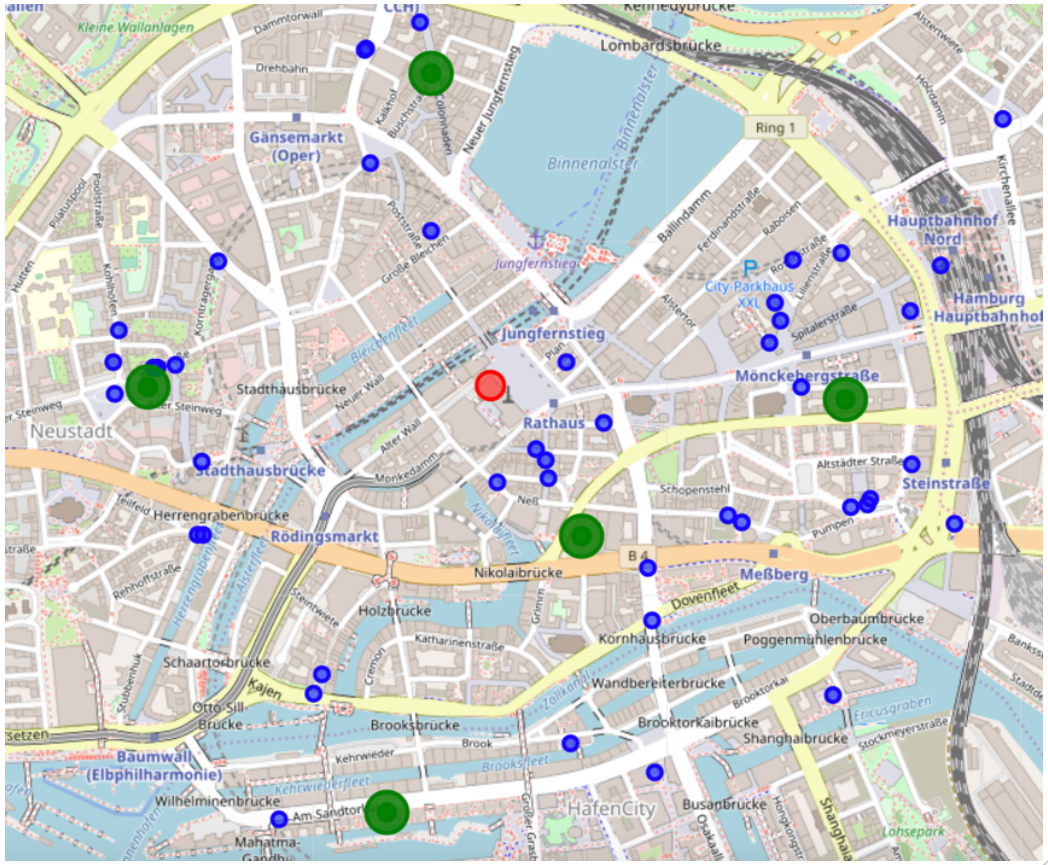
Data Acquisition and cleaning

- the Foursuqare API ➔ using relevant endpoints
- Cleaning and Preparing data by reformatting received JSON-Data to more readable data
- Goal: Use it for Sklearn K-Means Fitting

Exploratory Data Analysis

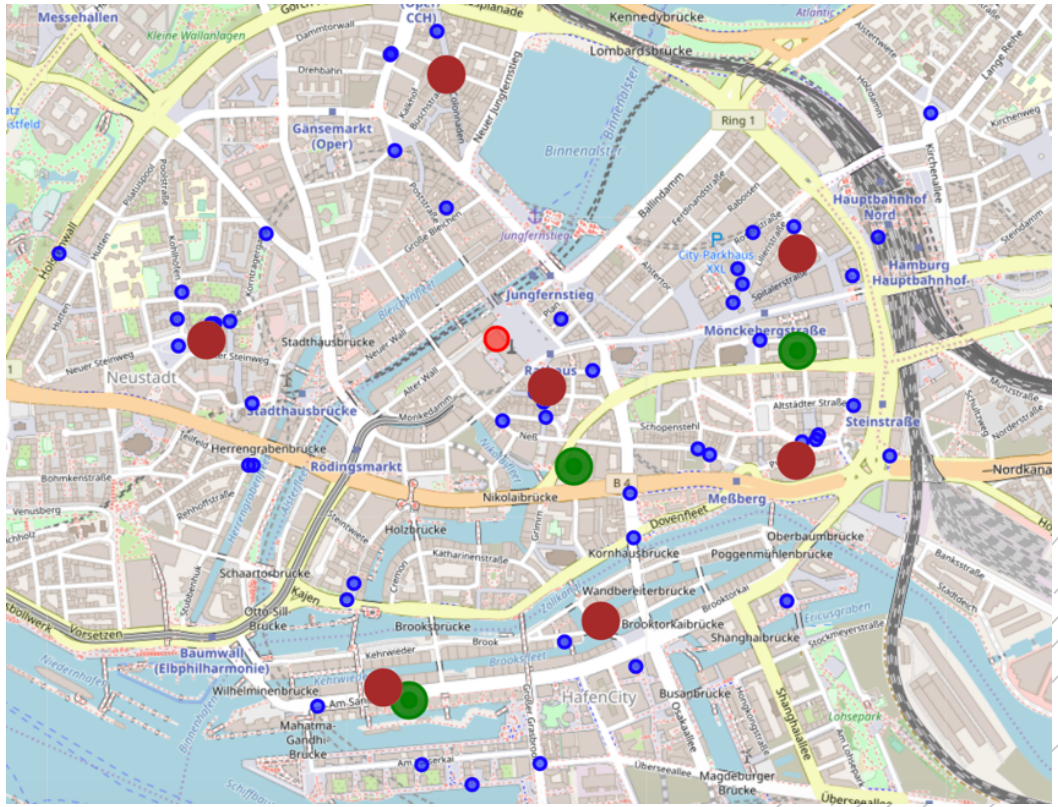
- Using Sklearn K-Means algorithm
- Geolocation data for each restaurant can be used

➔



Observations

- Cluster centers are better with n=7
- High amount of restaurants in outer places
- Not many Italian restaurants in the city



Conclusions

- **Should not be recommended** to open a new restaurant at one of the direct cluster centers, because there are many italian restaurants already available.

- **Good recommendation** to open a restaurant in the northern/western direction to the town hall. But also in between the to cluster centers at the left / middle.

Thank you!

Capstone