

Analyzing Potential Location for a New Café

Introduction

Background

Frankfurt am Main is a hub for commerce, culture, education, tourism, and transportation in Germany and in Europe. According to data from the city register of residents, 51.2% of the population had a *migration background* as of 2015, which means that a person or at least one or both of their parents was born with foreign citizenship. And 27.7% of residents had a foreign citizenship.¹ Because of these, the city has become a multicultural city. Therefore, the client wants to open a Café with the new concept. And this concept requires that the potential customer be curious and have the cultural tolerance.

Problem

The Client needs the potential location who customer is curious and has the cultural tolerance, but not nearly schools. The task for us is to find out the suitable area(s) in Frankfurt.

Data Preparing

Data Source

1. List of Ortsbezirke of Frankfurt am Main:
https://en.wikipedia.org/wiki/List_of_Ortsbezirke_of_Frankfurt_am_Main
2. The geodata of city districts (neighborhood):
<https://offenedaten.frankfurt.de/dataset/wahlatlas-2015-geodaten>
3. Foursquare API to get the most common venues in Frankfurt districts
<https://api.foursquare.com>
4. List of schools
<https://schulaemter.hessen.de/standorte/frankfurt-am-main/schulangebot/schulliste>
5. Optional: addresses in the city area
<https://offenedaten.frankfurt.de/dataset/hauskoordinaten-franfurt>
6. Optional: tourist attractions in Frankfurt
<https://www.thecrazytourist.com/25-best-things-frankfurt-germany/>

¹ <https://en.wikipedia.org/wiki/Frankfurt>

Data Description

List of Ortsbezirke of Frankfurt am Main

An Ortsbezirk is an administrative division of the city of Frankfurt in Germany. Frankfurt comprises 16 Ortsbezirke which are subdivided into 46 quarters or city districts (here these are neighborhood). While Frankfurt citizens identify themselves more with the city district they live in, Ortsbezirke are the highest political divisions of the city.² This list lets people know which city districts are neighbors and nearly city center.

The geodata of city districts

The geodata of city districts is polygon. The area of each district can be plotted. The centroids will be calculated. Each centroid will be used to find out the near venues.

Foursquare API to get the most common venues in Frankfurt districts

The information about venues will be read there. It is easy to find out the name of category and the coordinates through this information. The next step is to look for the suitable area and similar areas.

List of schools

The list includes names and addresses of schools. The Location near schools is not expected. The geographical coordinates of schools will be plotted.

Addresses in the city area

The list has street name, house number, and their coordinates etc. There is more potential customer near shopping street.

Tourist attractions

The name of sights will be read from webpage. Tourist will be the potential customer.

² https://en.wikipedia.org/wiki/List_of_Ortsbezirke_of_Frankfurt_am_Main