

**A TYPICAL
GERMAN CAFÉ IN
NEW YORK
[BROOKLYN]**

**FINAL CAPSTONE
PROJECT -
COURSERA**

INTRODUCTION

- New York = one of the worlds biggest and most famous cities
- Hometown of 8.5 mio people
- Divided in 5 borrows: Bronx, Brooklyn, Manhattan, Queens and Staten Island



BUSINESS PROBLEM

A friend of mine wants to open a typical German café (with e.g. Black Forst Cherry Cake) in New York (Brooklyn) BUT she has no idea which neighbourhood suits best

→ Explore and analyse the different neighbourhoods with NY location data, Foursquare and clustering (machine learning)



METHODOLOGY/STEPS

Is there one cluster
with many cafés,
bakeries and German
restaurants?

Read in NY locaton
data from lab
session

Request Foursquare
data for venues
information in
Brooklyn

One hot encoding
and dataframe with
top ten venues in
each
neighbourhood

Run k-means
algorithm
($k = 4, 5, 6, 8, 10$)
 $\rightarrow k = 5$

Printed out each
cluster and started
exploring to give a
recommendation

DATA

Location data
about New York
(from lab)

Brooklyn venue
data (from
Foursquare)



CONCLUSION

There is not this one cluster which is best for opening a typical German café

Cluster 1 (red) and 3 (blue) have the most cafés, bakeries and German restaurants BUT these two clusters are spread around the borough





**... SEE YOU SOON FOR A
PIECE OF BLACK
FORREST CHERRY CAKE
IN BROOKLYN**