

The background features a series of concentric circles in light gray, some solid and some dashed, creating a ripple effect. A large, solid blue oval is centered on the page, containing the main text. A thick, dark gray curved line sweeps across the bottom left, partially overlapping the blue oval.

Good Coffee Company Ltd

Analysis for Helsinki capital region
expansion

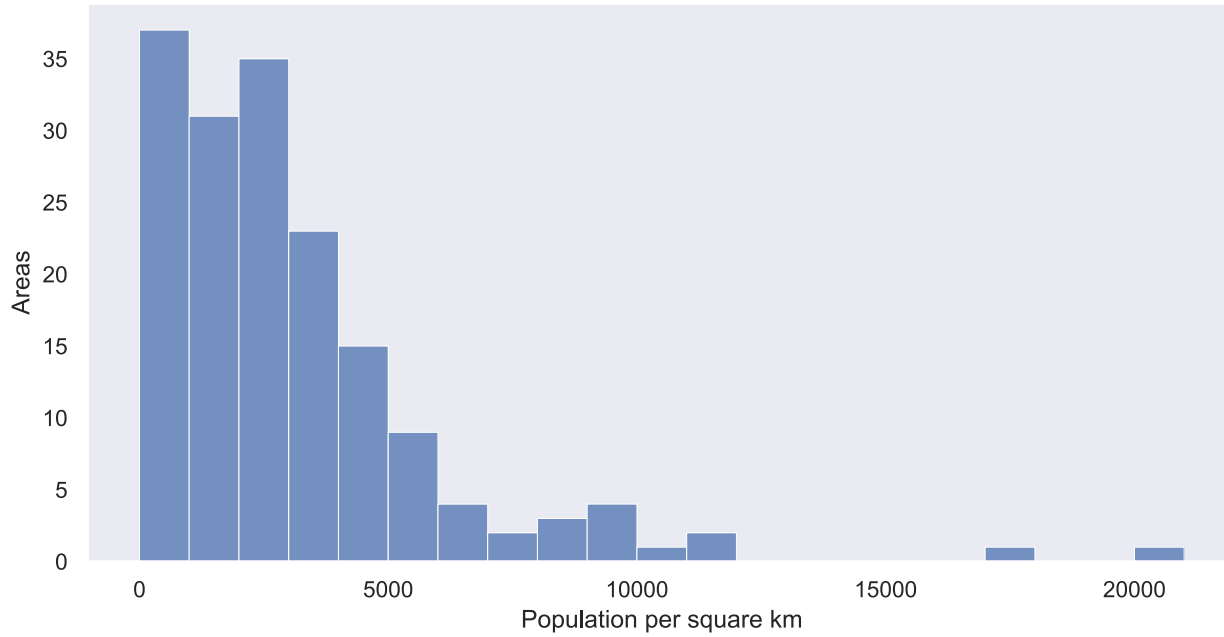
Introduction

- Expansion planned to Helsinki capital region
- Analysis needed of the two main decision making components:
 - Economic and population data in the postal code areas
 - Existing offering of cafes and other venues

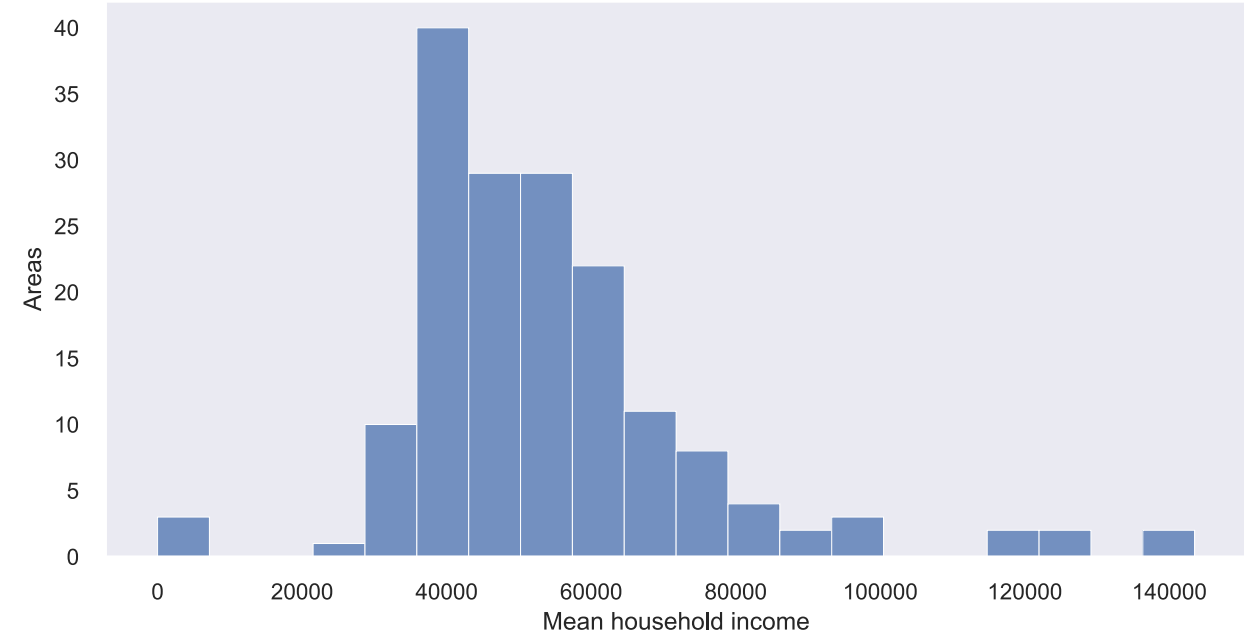
Data sources

- Data was combined from three sources:
 - Map data from Helsinki Region Infoshare [1]
 - Population and economics data from Statistics Finland [2]
 - Venue data from Foursquare [3]

Population density per postal code



Mean household income

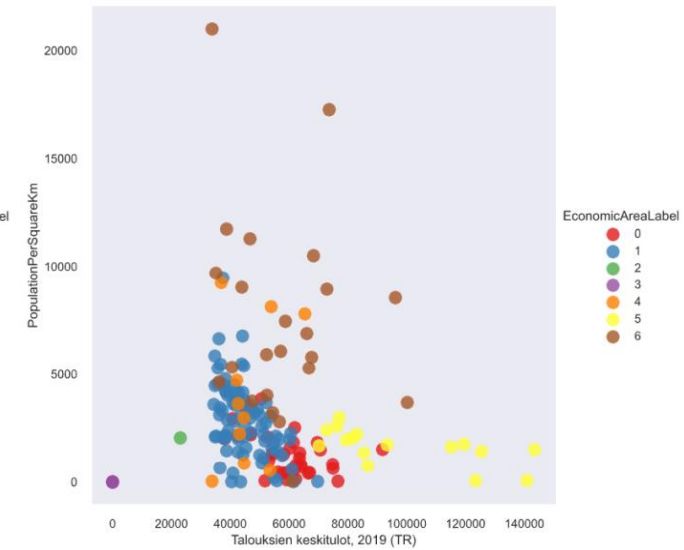
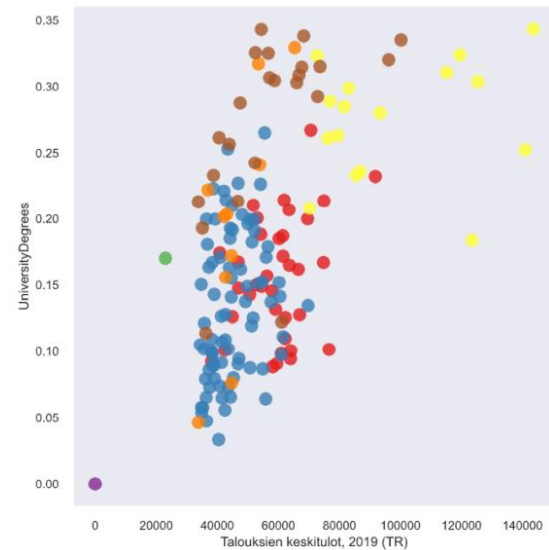
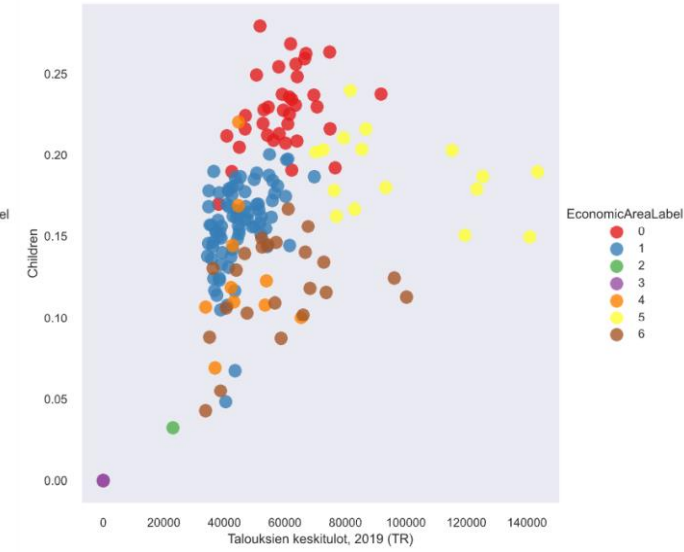
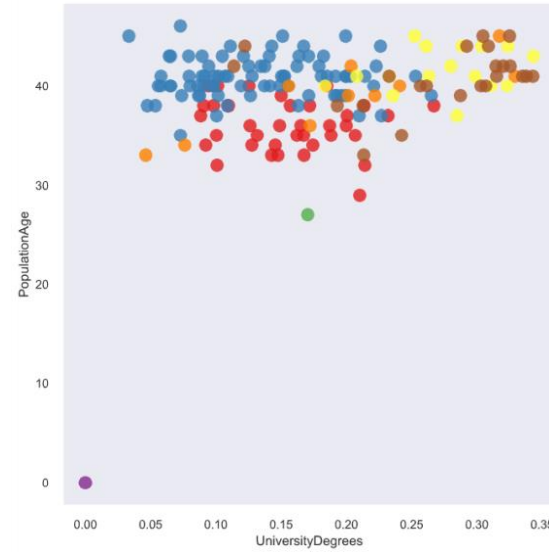


Postal code areas population statistics

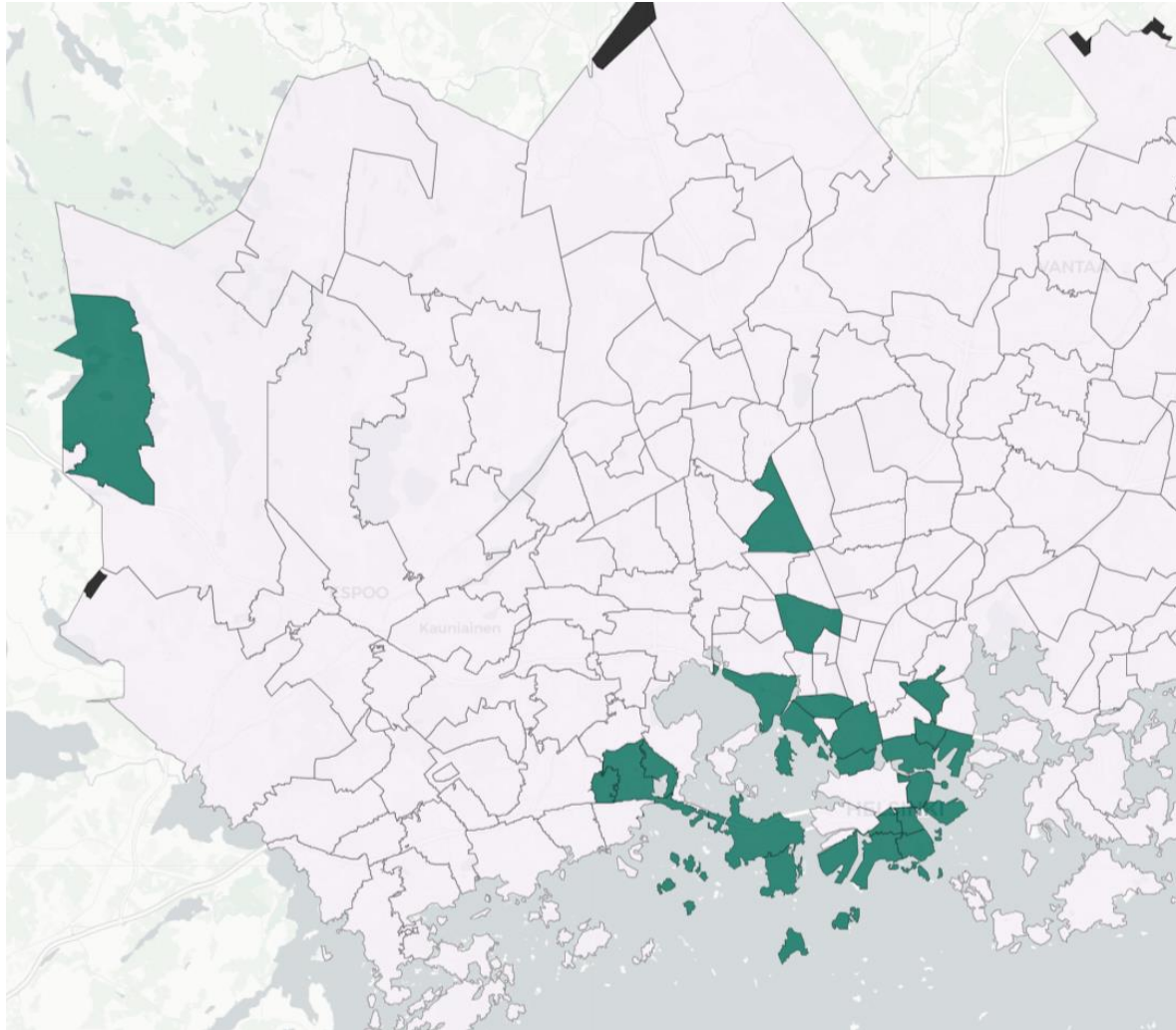


Mapping postal code areas

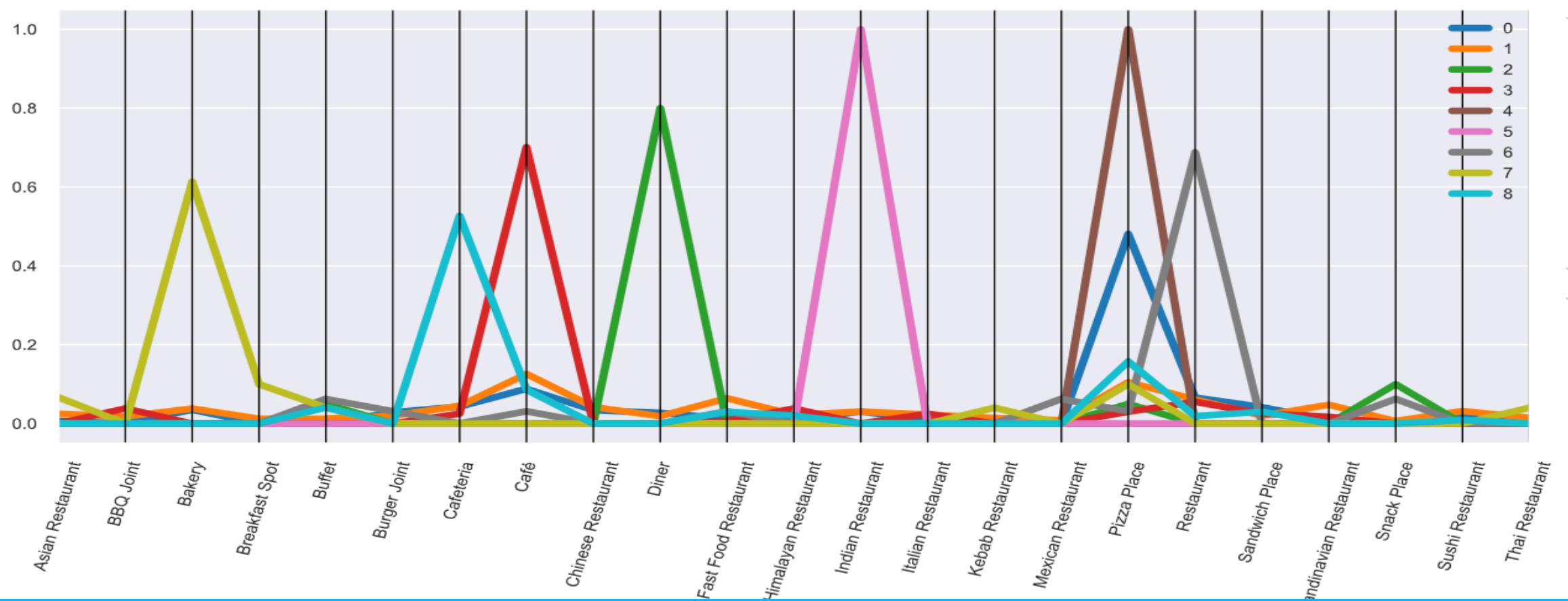
Clustering postal code areas



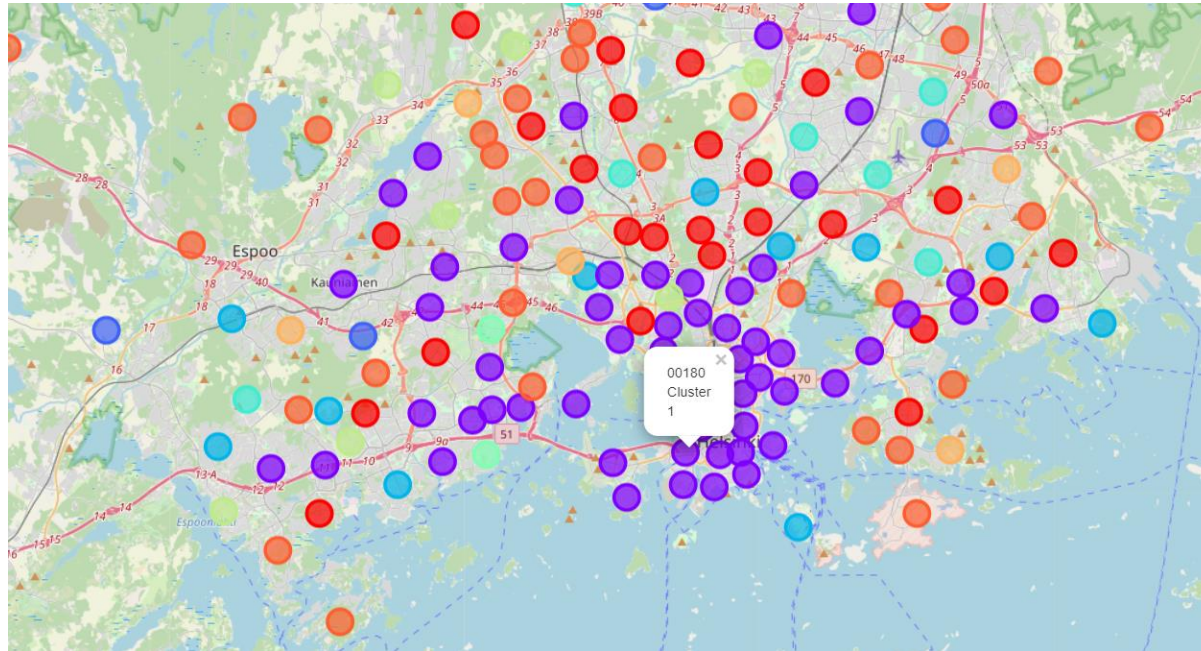
Population type clusters



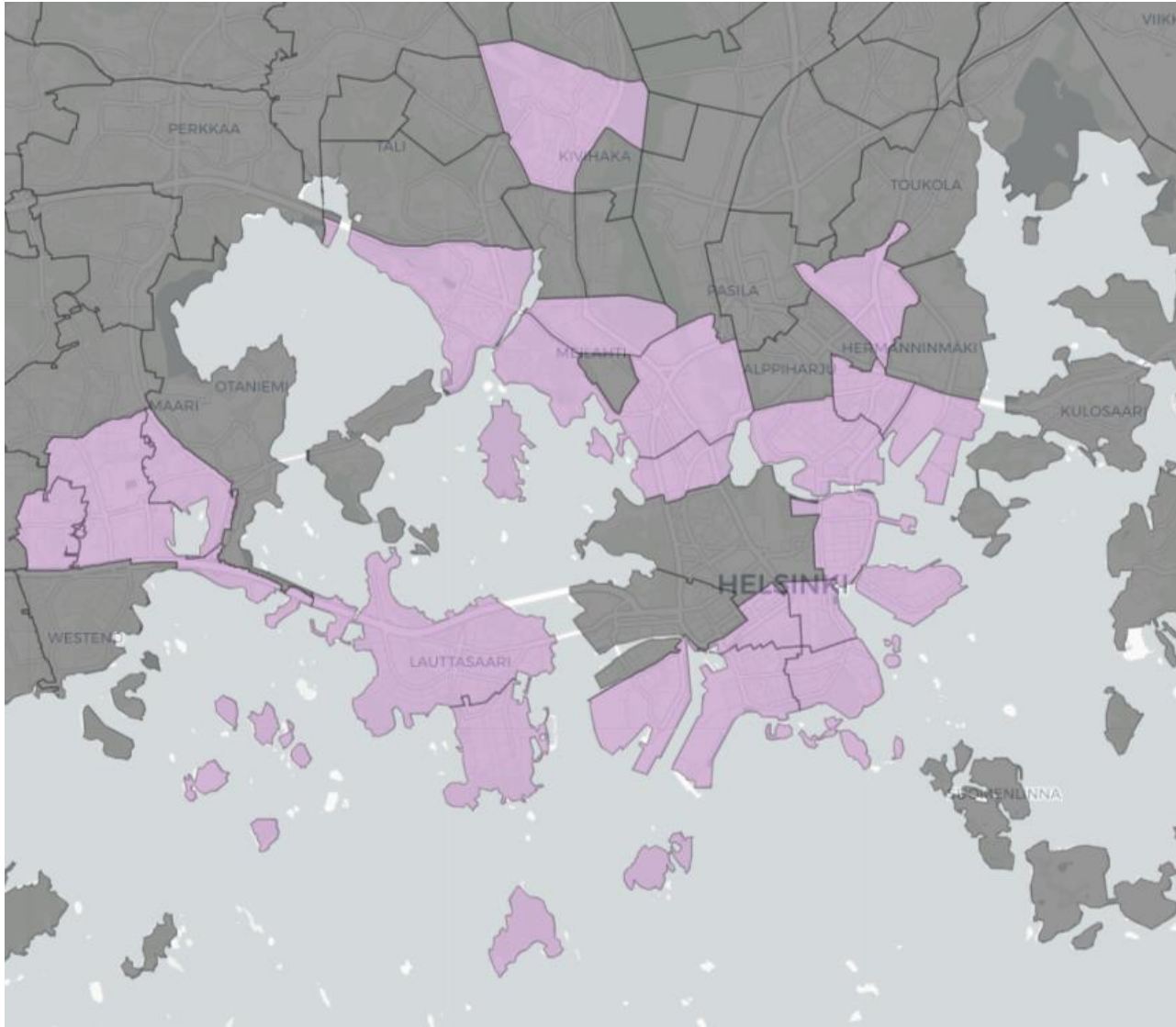
- 0: Low density, ManyChildren, Young
 - 1: LowIncome, Older, No University degrees
 - 2: Lowest income, No children
 - 3: No population
 - 4: Low income, various other factors
 - 5: High income, University, Low density
 - 6: Middle income, University, High density
-
- **Cluster 6 shown on the map was selected as most desirable**



Most popular food venues by cluster



Venue clusters on map



Conclusion

The intersection of the most
desirable population and venue
areas

References

- [1] Helsinki region infoshare site (<https://hri.fi/data/fi/dataset//paakaupunkiseudun-postinumeroalueet>)
- [2] Statistics Institute of Finland (https://pxnet2.stat.fi/PXWeb/pxweb/fi/Postinumeroalueittainen_avoin_tieto/)
- [3] Foursquare places API (<https://developer.foursquare.com/docs/places-api/>)