

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

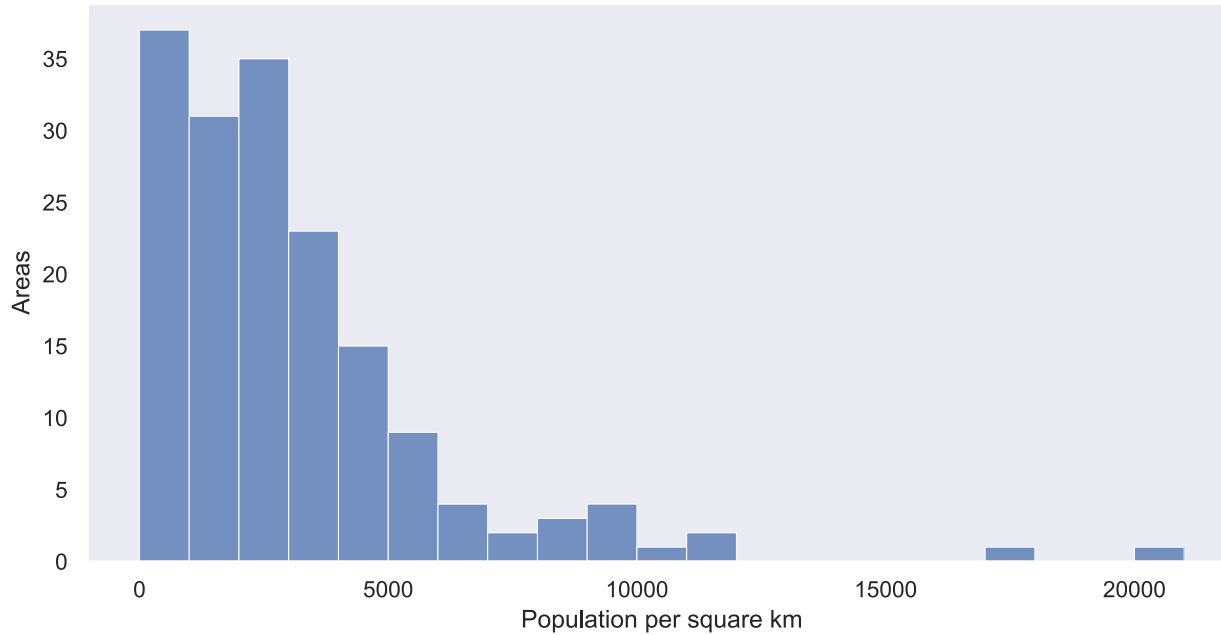
# Introduction

- 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

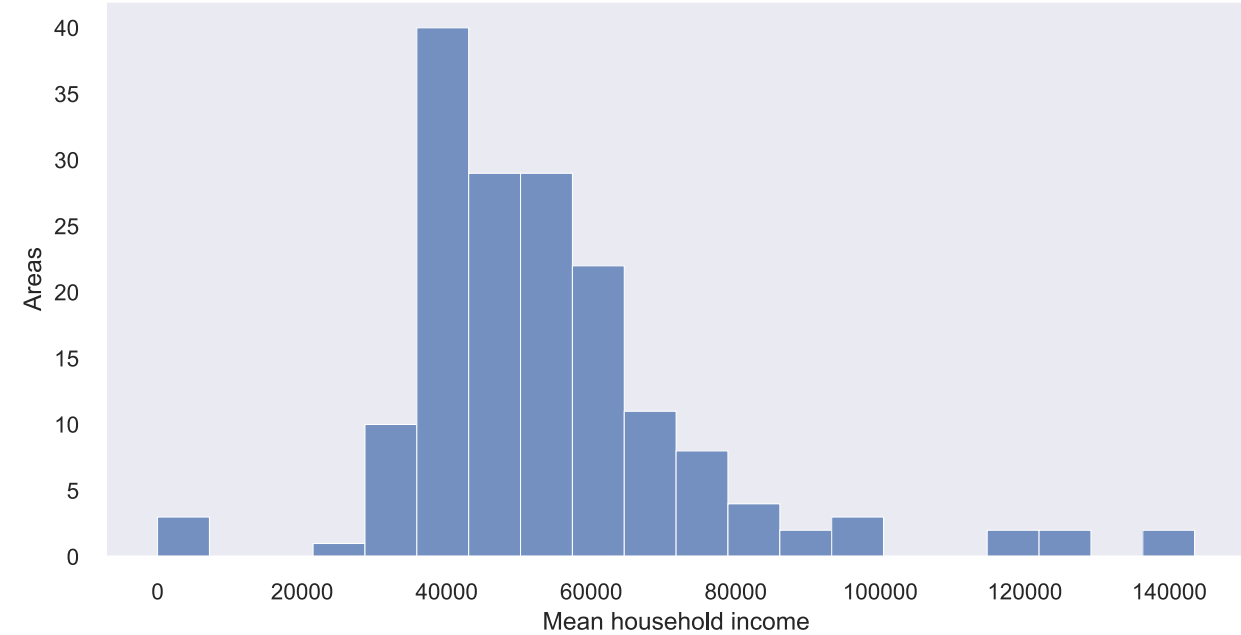
# Data sources

- Data was combined from three sources:
  - Map data from Helsinki Region Infoshare ([hri.fi](http://hri.fi))
  - Population and economics data from Statistics Finland ([stat.fi](http://stat.fi))
  - Venue data from Foursquare ([foursquare.com](http://foursquare.com))

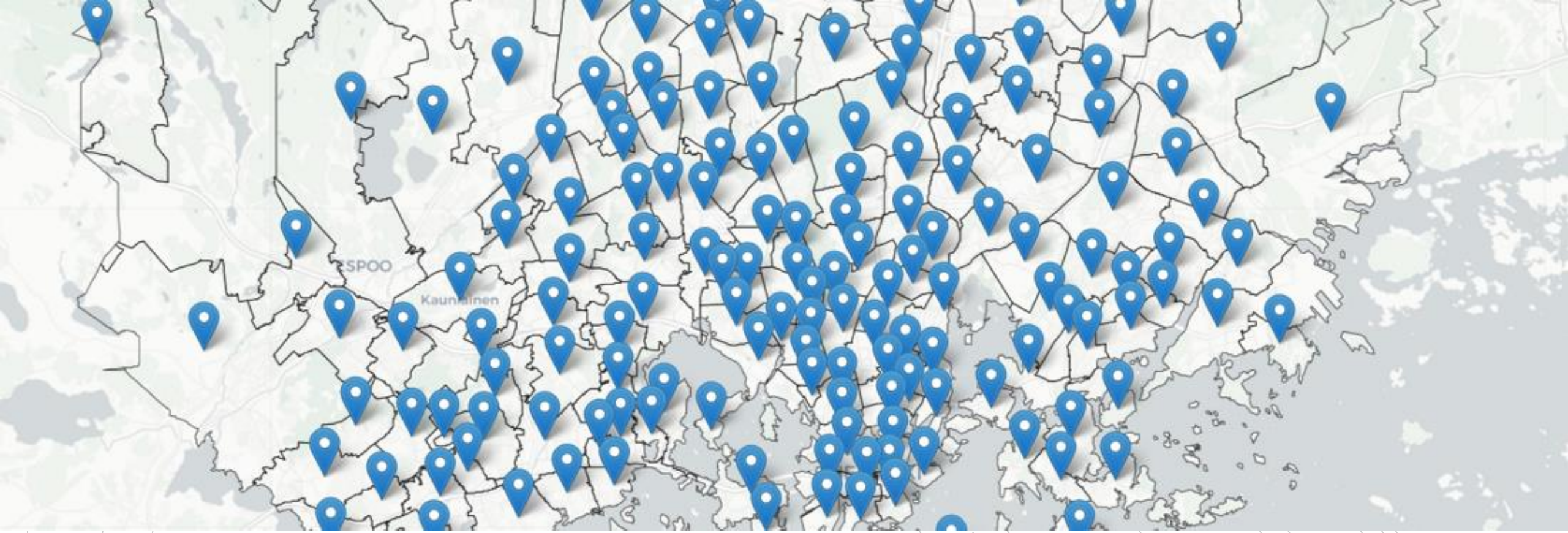
Population density per postal code



Mean household income

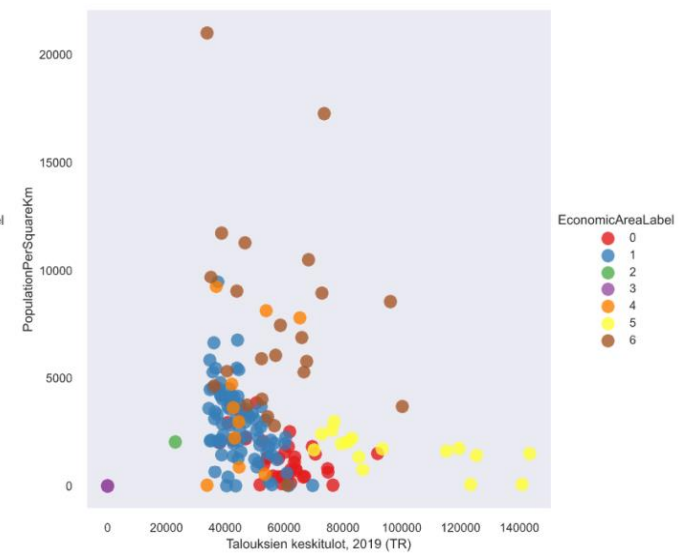
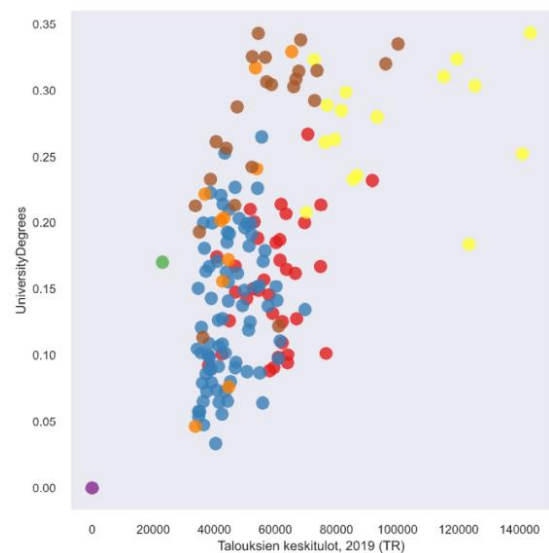
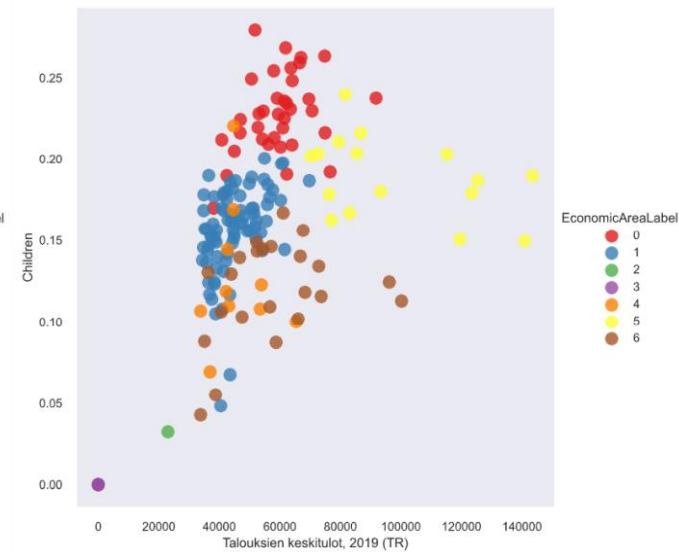
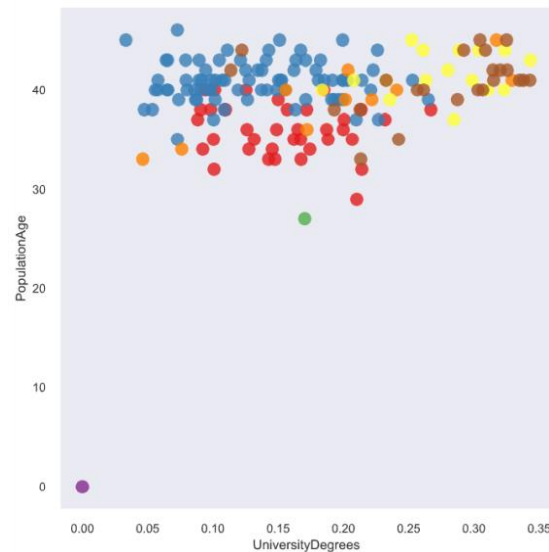


Postal code areas population statistics



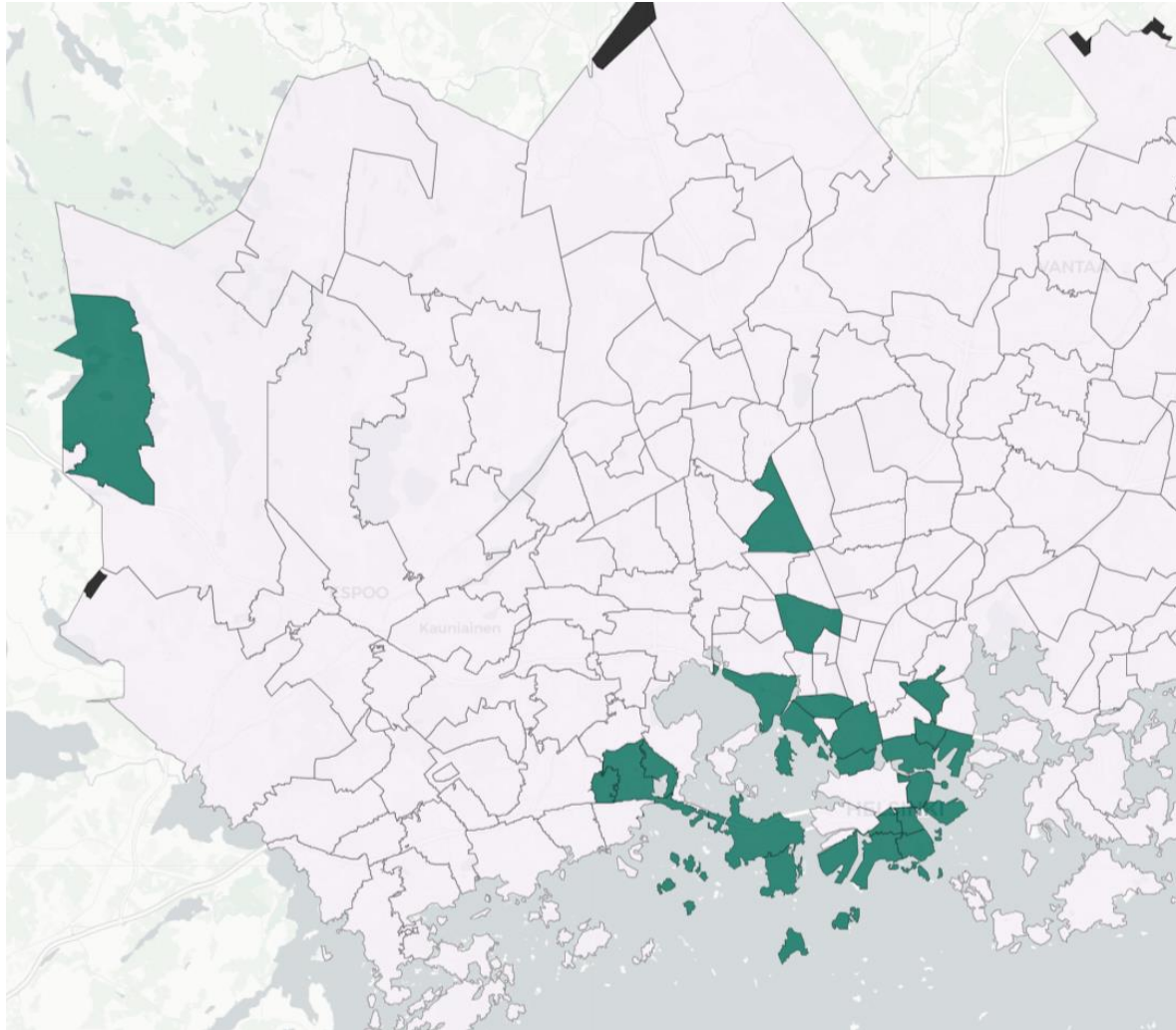
Mapping postal code areas

# Clustering postal code areas

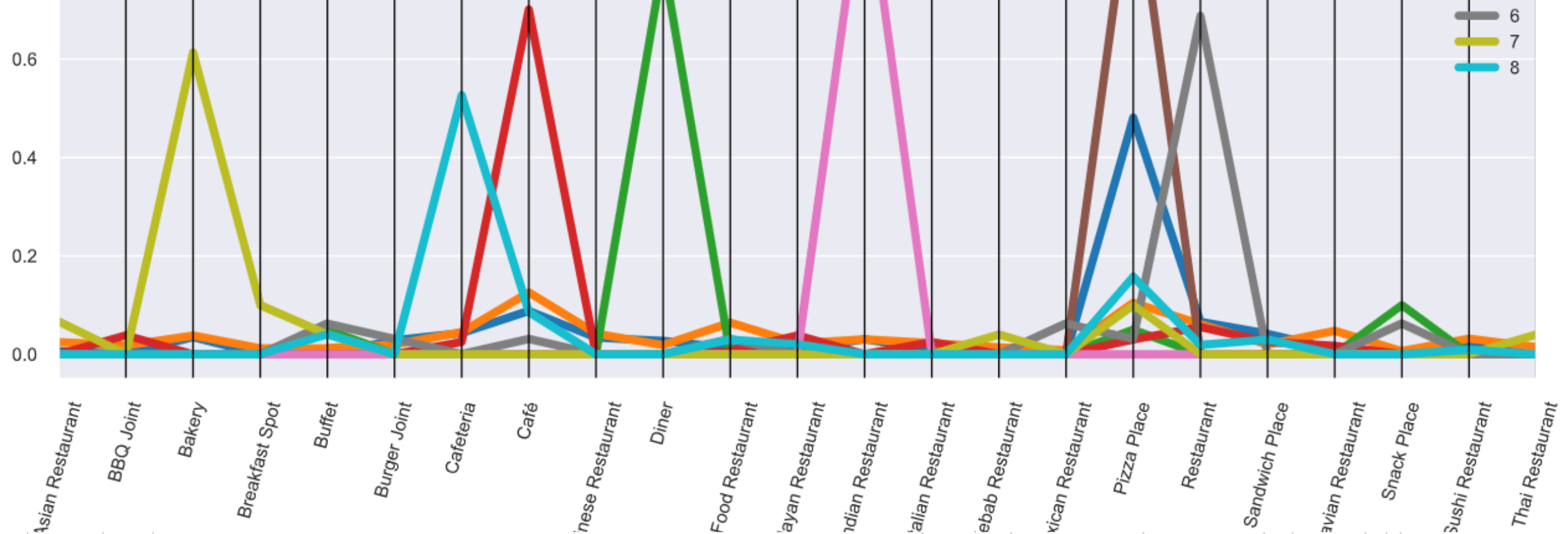




## Population type clusters

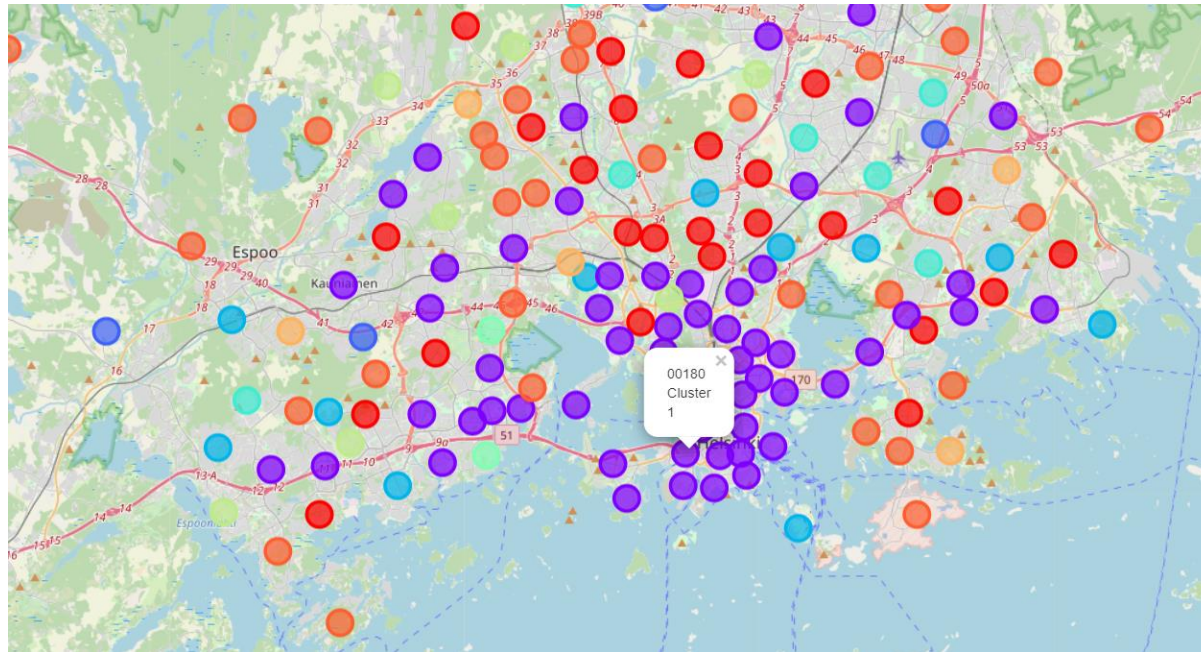


- 0: Low density, ManyChildren, Young
  - 1: LowIncome, Older, No University degrees
  - 2: Lowest income, No children
  - 3: No population
  - 4: Low income, various other factors
  - 5: High income, University, Low density
  - 6: Middle income, University, High density
- Area 6 was selected as most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

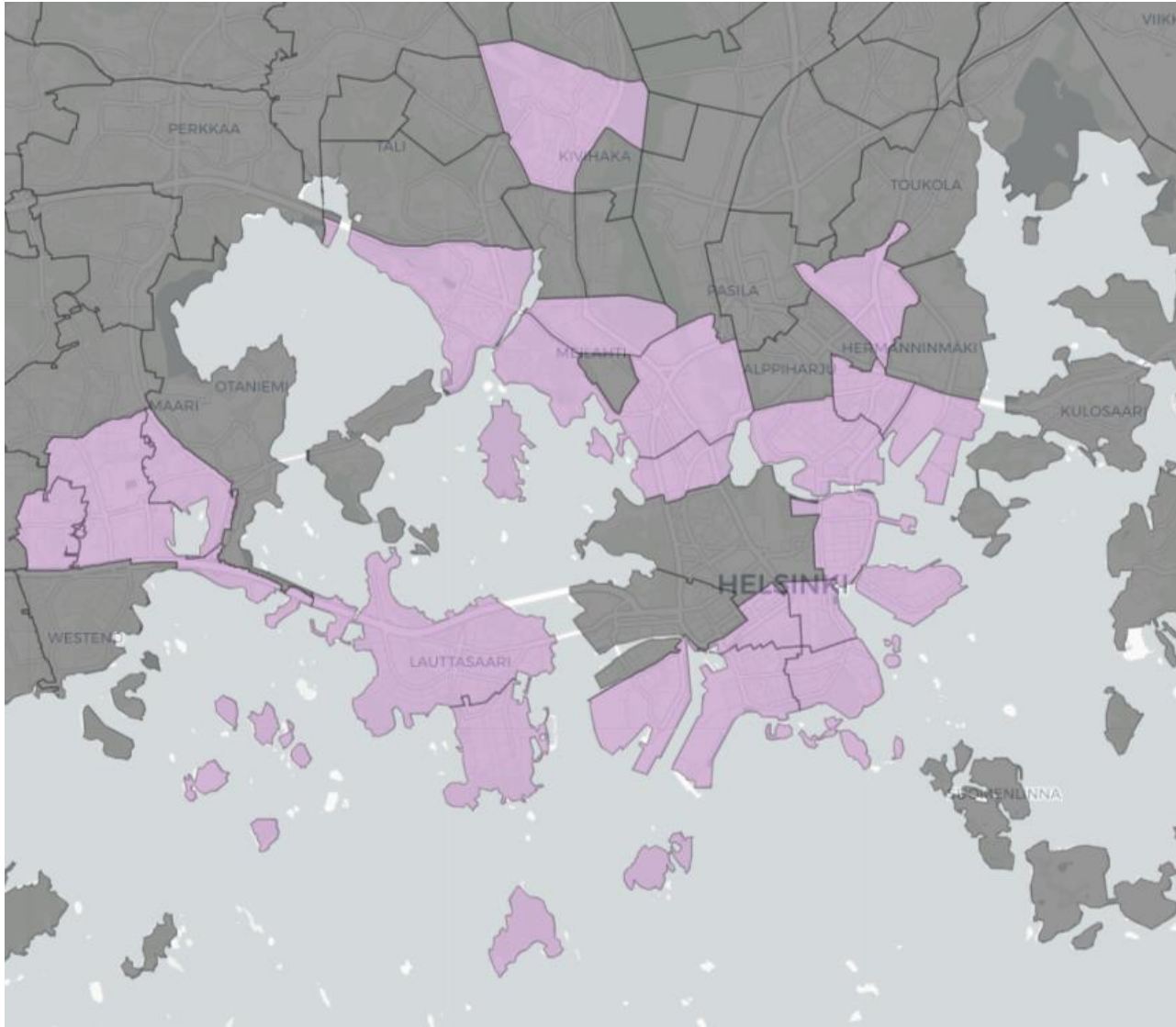


Clustering venues





# Mapping venue clustering



# Conclusion

The intersection of the most  
interesting population and  
venue data areas