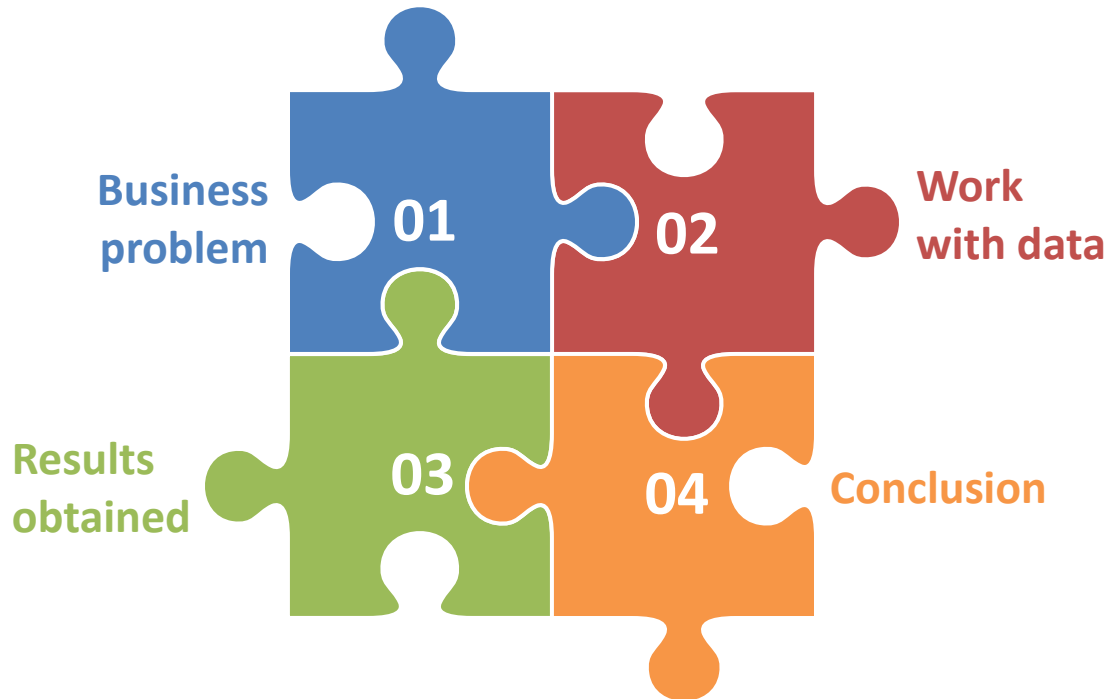
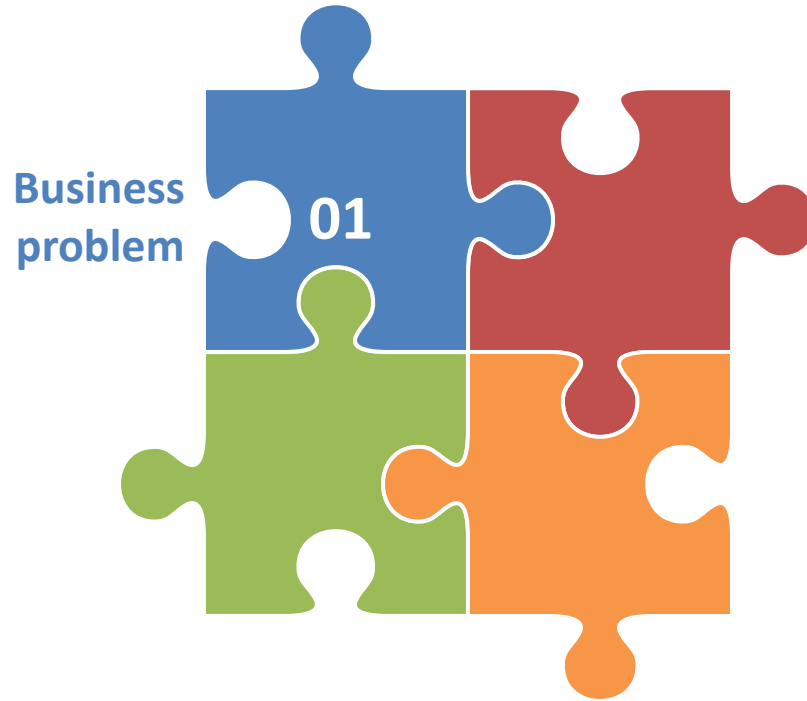


Finding the most popular venues in districts of Moscow

Viktor Klementev, klementiev.victor@gmail.com



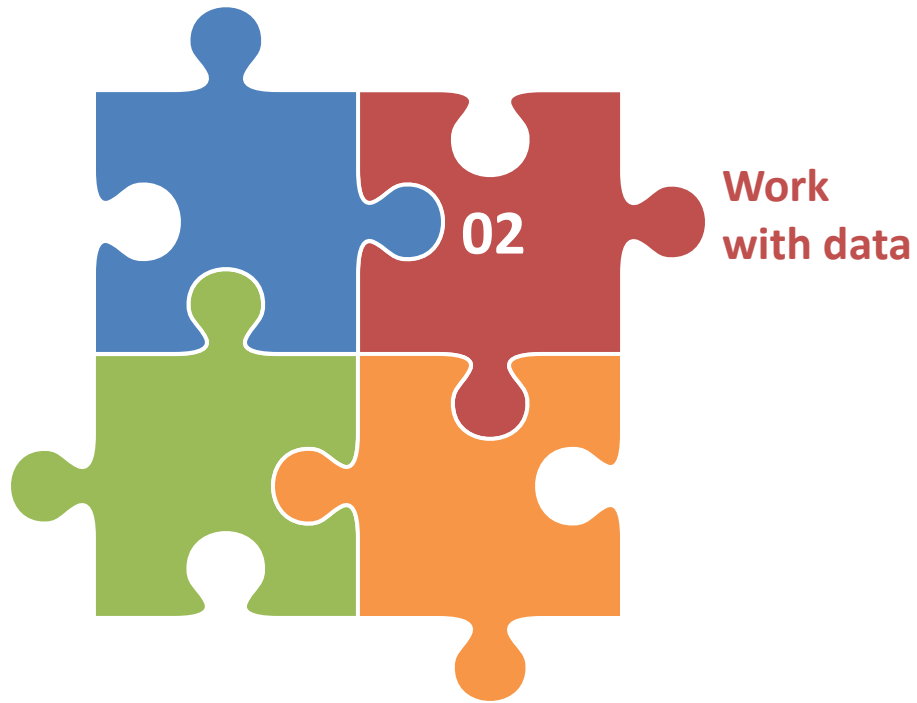
Finding the most popular venues in districts of Moscow



Business problem

- ✓ There are 119 districts in Moscow and there should be similarities among them
 - ✓ To find similarities I'm going to analyze socioeconomic indicators and venues clustering
- Interested in final results parties:
- ✓ - business people who study city environments to find out new opportunities;
 - urbanists and sociologists
-

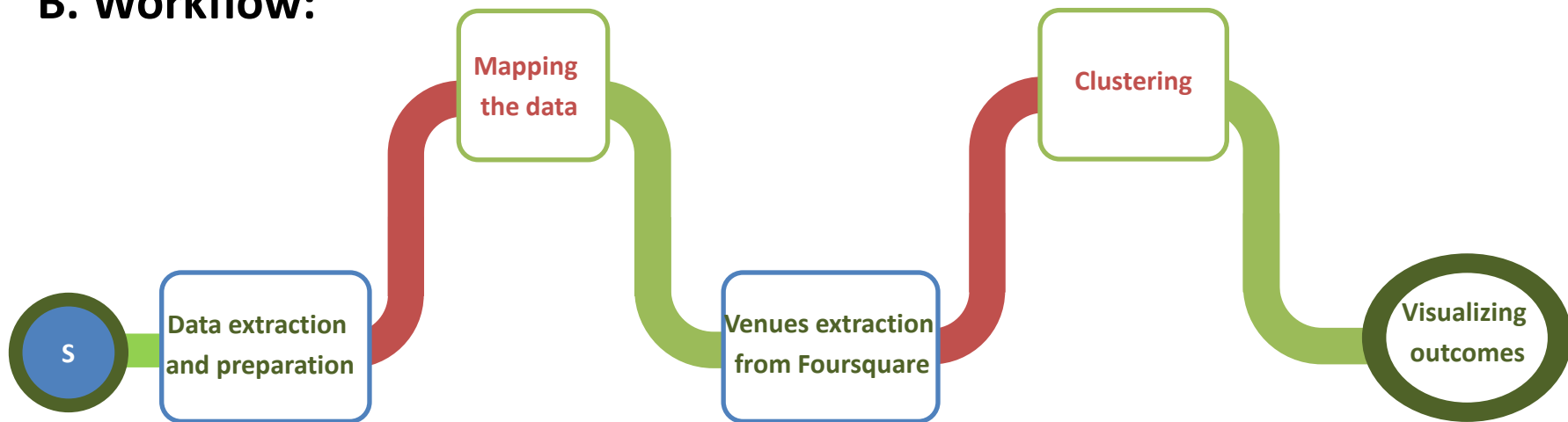
Finding the most popular venues in districts of Moscow



A. Data that will be used and analyzed:



B. Workflow:



Finding the most popular venues in districts of Moscow

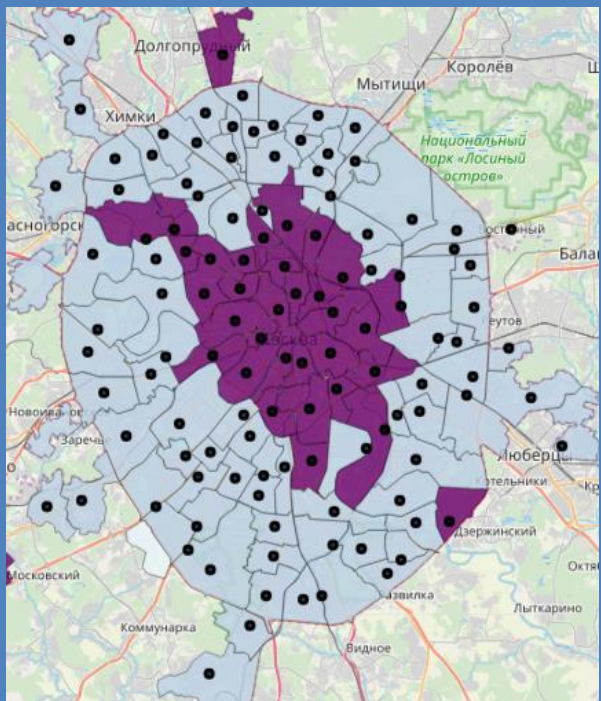


Web scrapping and data cleaning/wrangling results:

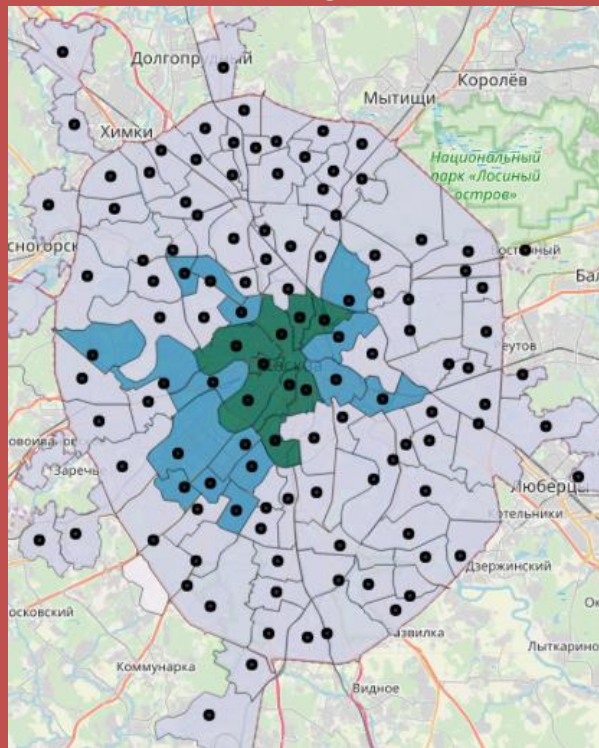
	District	District_en	Population	% of homeplaces	% of workplaces	Price per sq m	Latitude	Longitude	Work/residential district	Dummies for work/residential district	Price categories	Dummies for price
0	Академический	Akademichesky District	109387	41.5	58.5	205702	55.689738	37.576771	residential	0	average	3
1	Алексеевский	Alexeyevsky District	80534	35.4	64.6	191495	55.814878	37.650668	mostly for work	1	mass- segment	2
2	Алтуфьевский	Altufyevsky District	57596	60.5	39.5	147175	55.880255	37.581635	residential	0	mass- segment	2
3	Арбат	Arbat District	36125	12.7	87.3	362197	55.751199	37.589872	mostly for work	1	expensive	4
4	Аэропорт	Aeroport District	79486	38.5	61.5	206218	55.800402	37.533156	mostly for work	1	average	3
5	Бабушкинский	Babushkinsky District	88537	60.0	40.0	154080	55.865958	37.663894	residential	0	mass- segment	2
6	Басманный	Basmanny District	110694	17.0	83.0	224197	55.767281	37.669773	mostly for work	1	average	3
7	Беговой	Begovoy District	42781	18.8	81.2	237475	55.781917	37.566300	mostly for work	1	average	3
8	Бескудниковский	Beskudnikovsky District	79603	75.1	24.9	149875	55.863739	37.557322	residential	0	mass- segment	2

Results: chronolepth maps

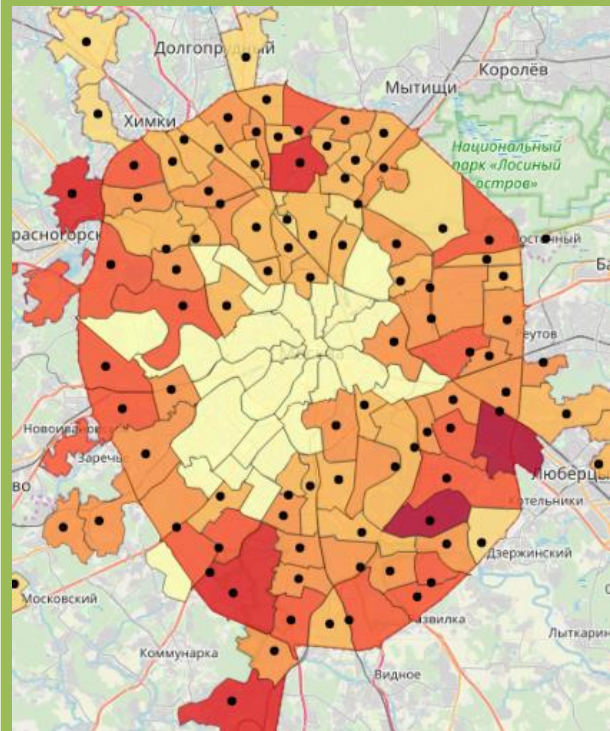
District for work /
residential district (blue)



Real estate price category (from the
center): expensive, average,
mass-segment



Division by population for
mass-segment price districts

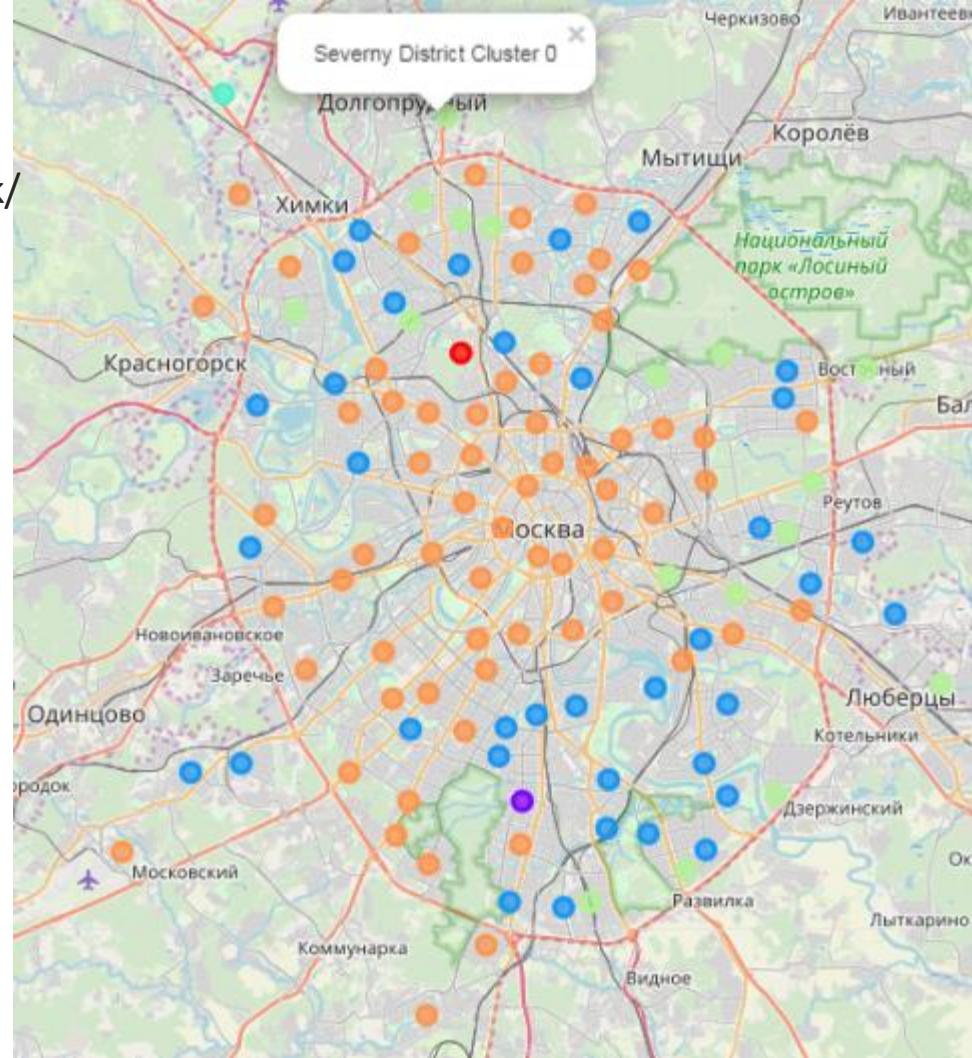


Clustering results:

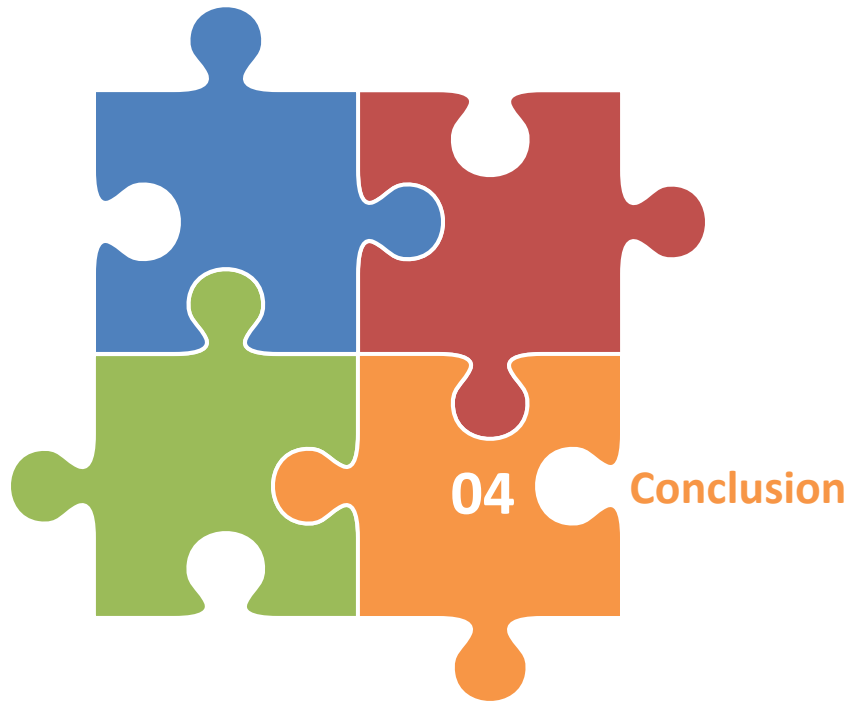
Division by real estate prices, population and for work/residential feature of district showed that there could be 6 groups of districts. Clustering showed there are 3 actual clusters.

Other results of cluster analysis :

2. Some food and everyday supply venues are pre-dominantly concentrated in residential mass-segment districts.
3. The majority of work districts are in one cluster, but not all.

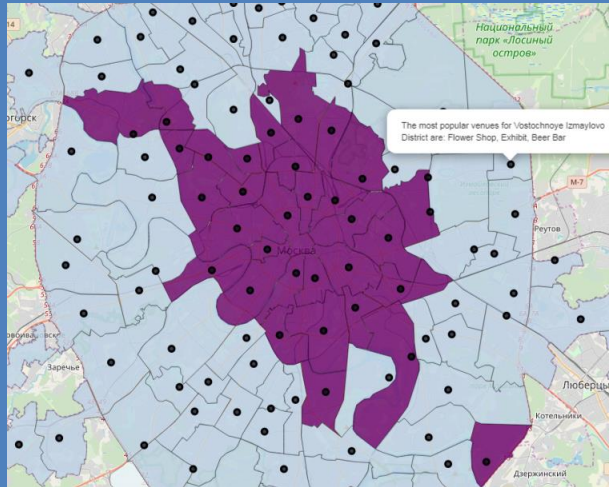


Finding the most popular venues in districts of Moscow

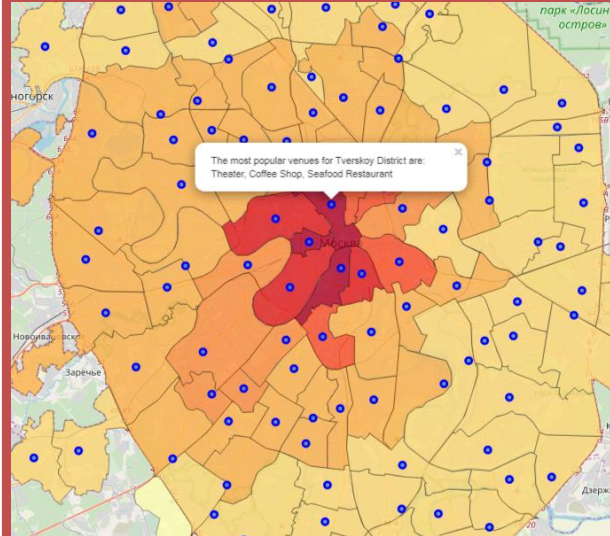


Now it's easy to identify what venues are the most popular for every district

with work/residential district division



with real estate price category division



with division by population

