

BATTLE OF NEIGHBORHOODS

Week2

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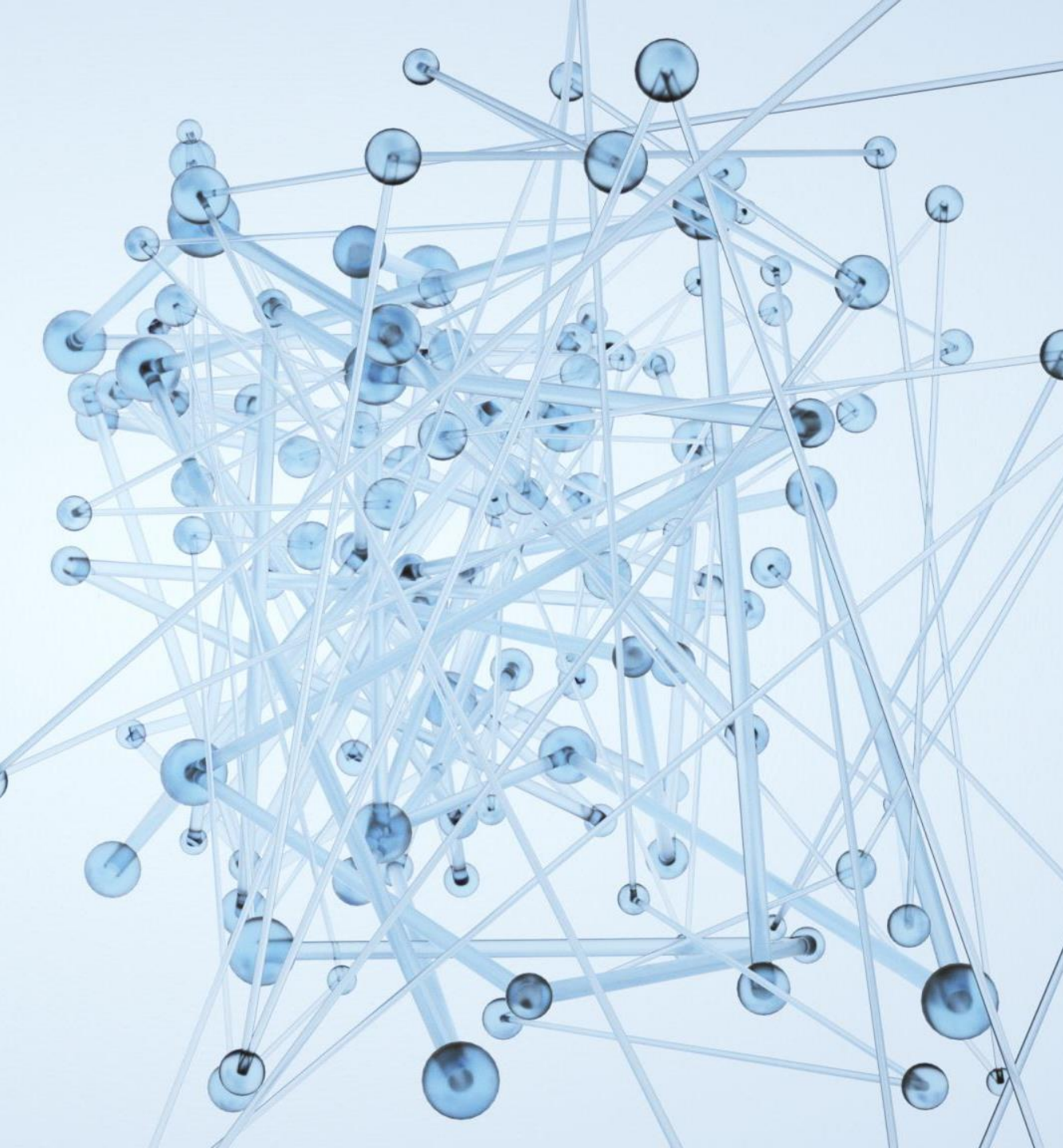


ANALYSING THE
BUSINESS
DEMANDS AND
GAPS IN JOINVILLE



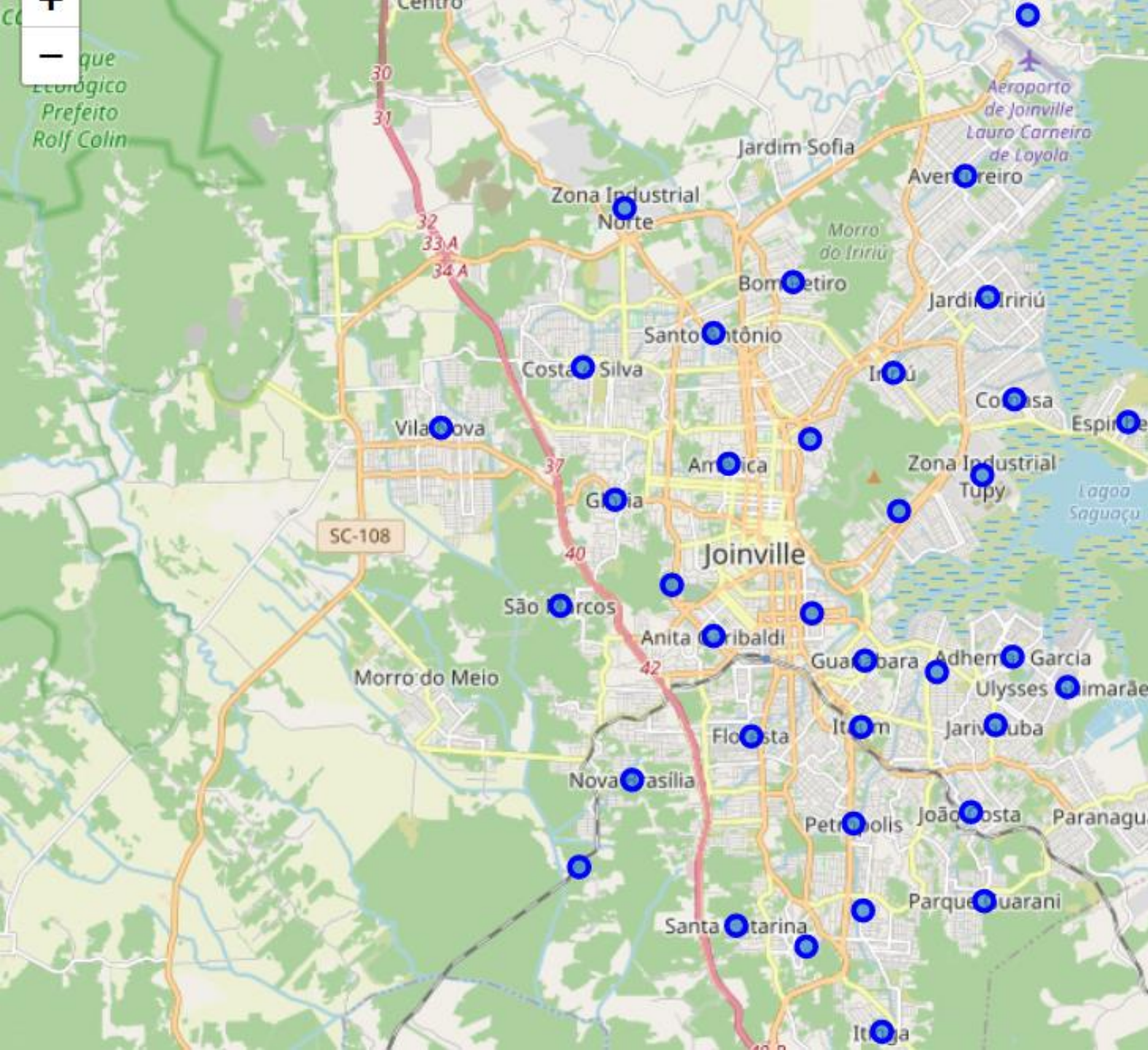
Finding a suitable place to invest in a new Business

- Analyse the demands in the city of joinville to determine the most adequate place and business to invest.
- Discover what are the most common popular demands and find Neighborhoods with gaps in those areas.



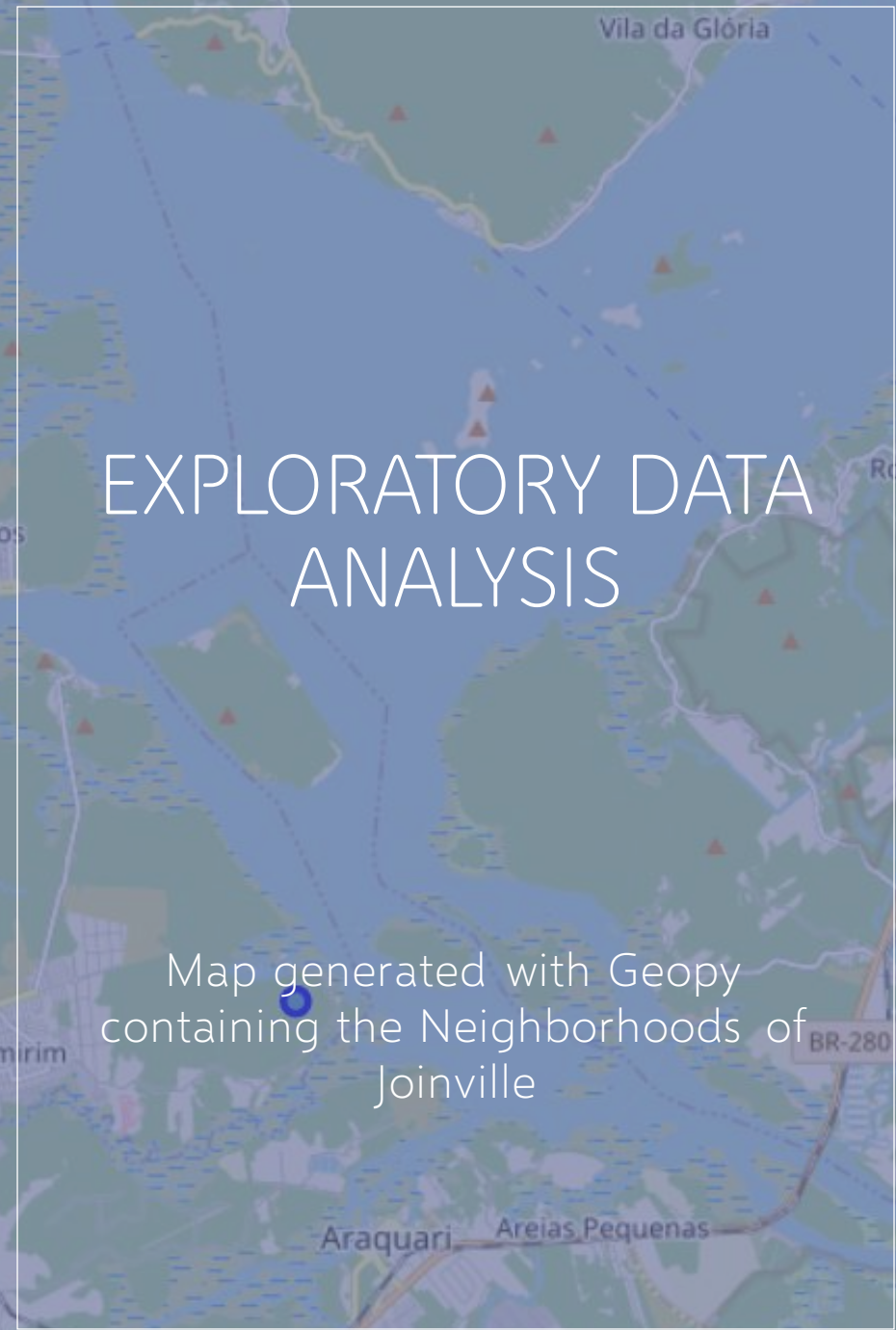
Data acquisition and cleaning

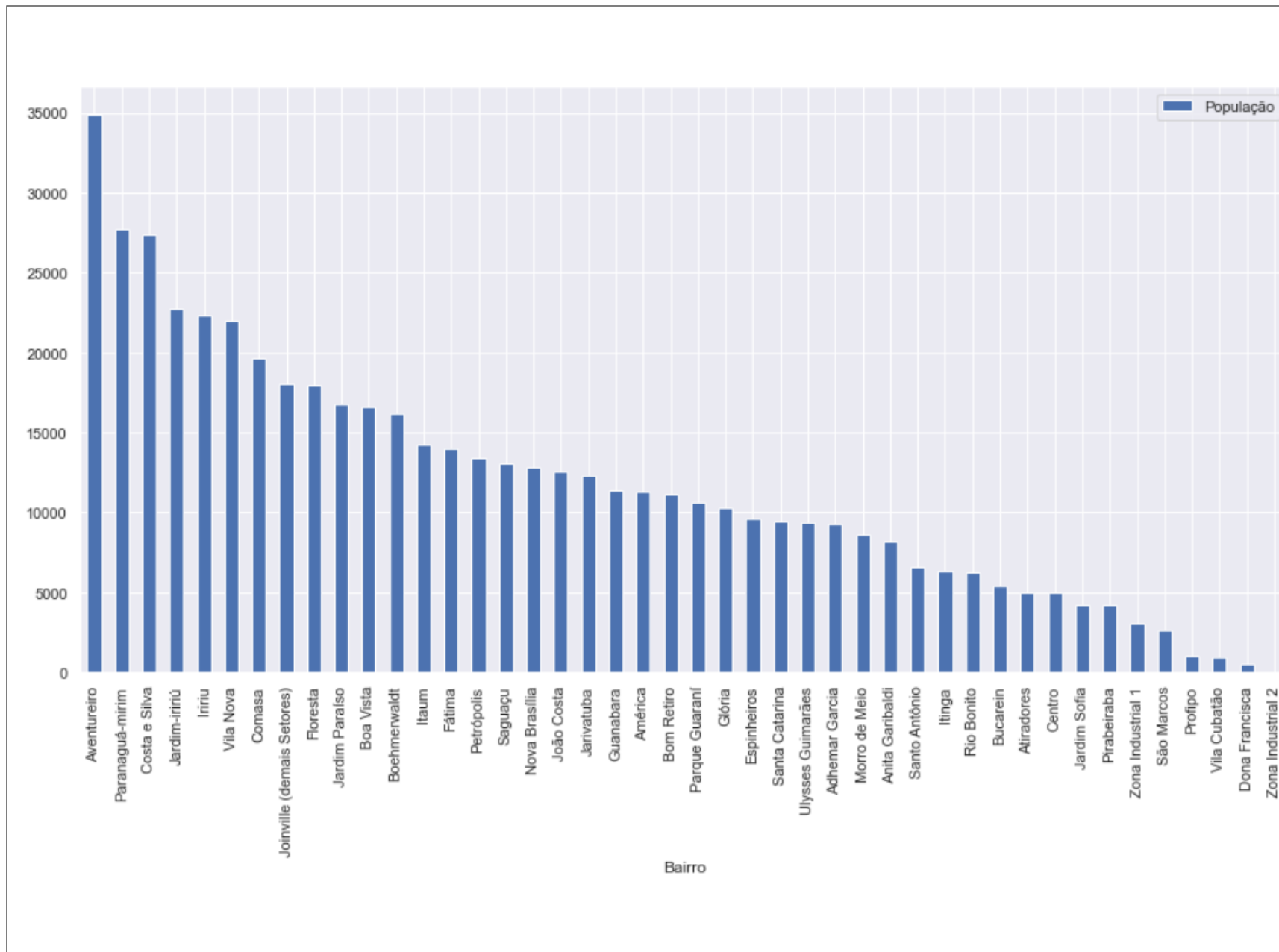
- The Neighborhood list was acquired from: <https://www.incorposul.com.br/blog/bairros-de-joinville/>
- The Neighborhood population source:: http://populacao.net.br/os-maiores-bairros-joinville_sc.html
- All the neighborhood geographical location was extracted using Geopy, a python library.
- Venues data was provided by Foursquare API.
- Jardim Sophia Neighborhood was removed from the project due to the lack of data



EXPLORATORY DATA ANALYSIS

Map generated with Geopy containing the Neighborhoods of Joinville

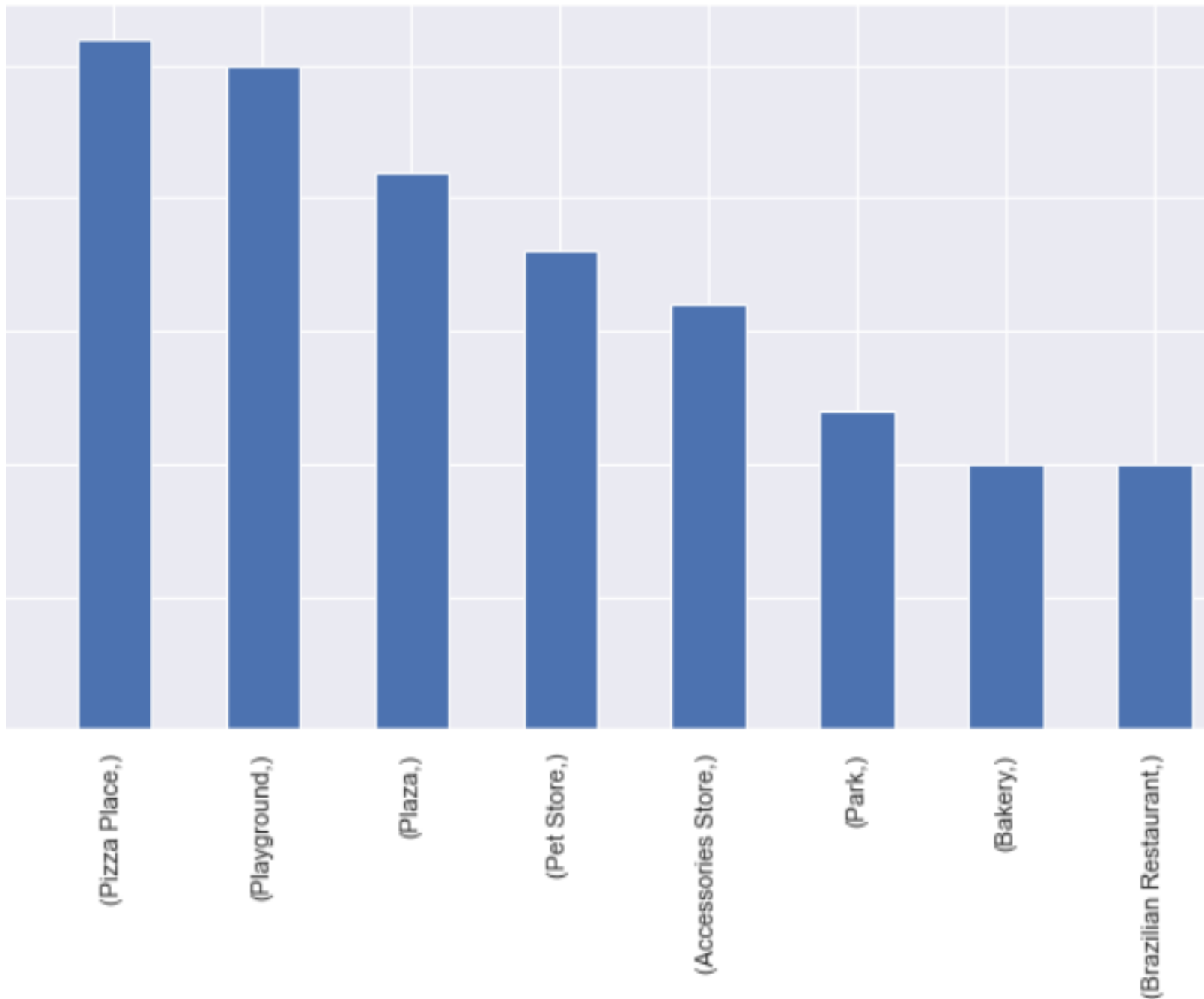




Exploratory data analysis

Graph containing the Neighborhood population.

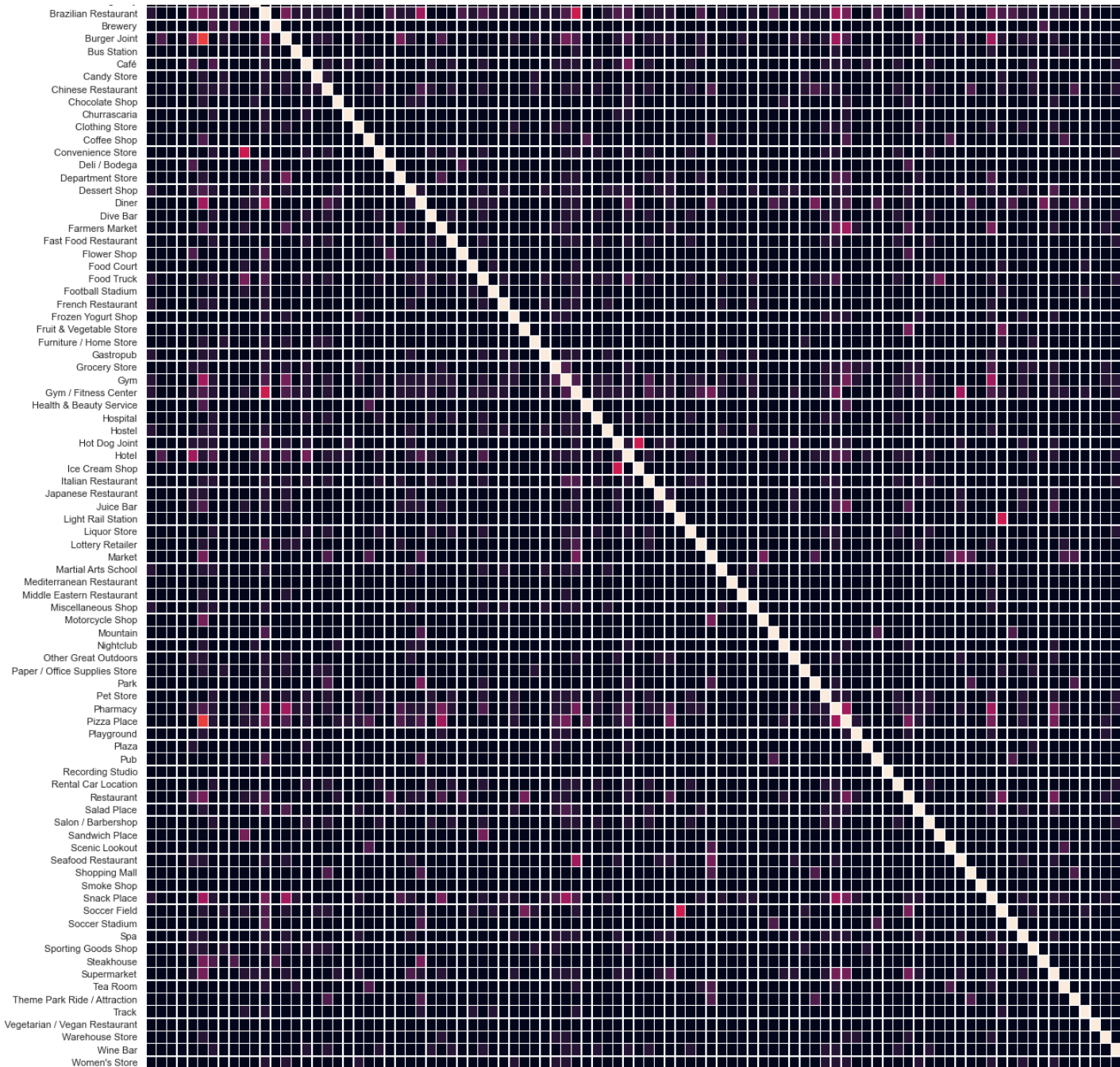
When compared in the map the population is well distributed.



Exploratory data analysis

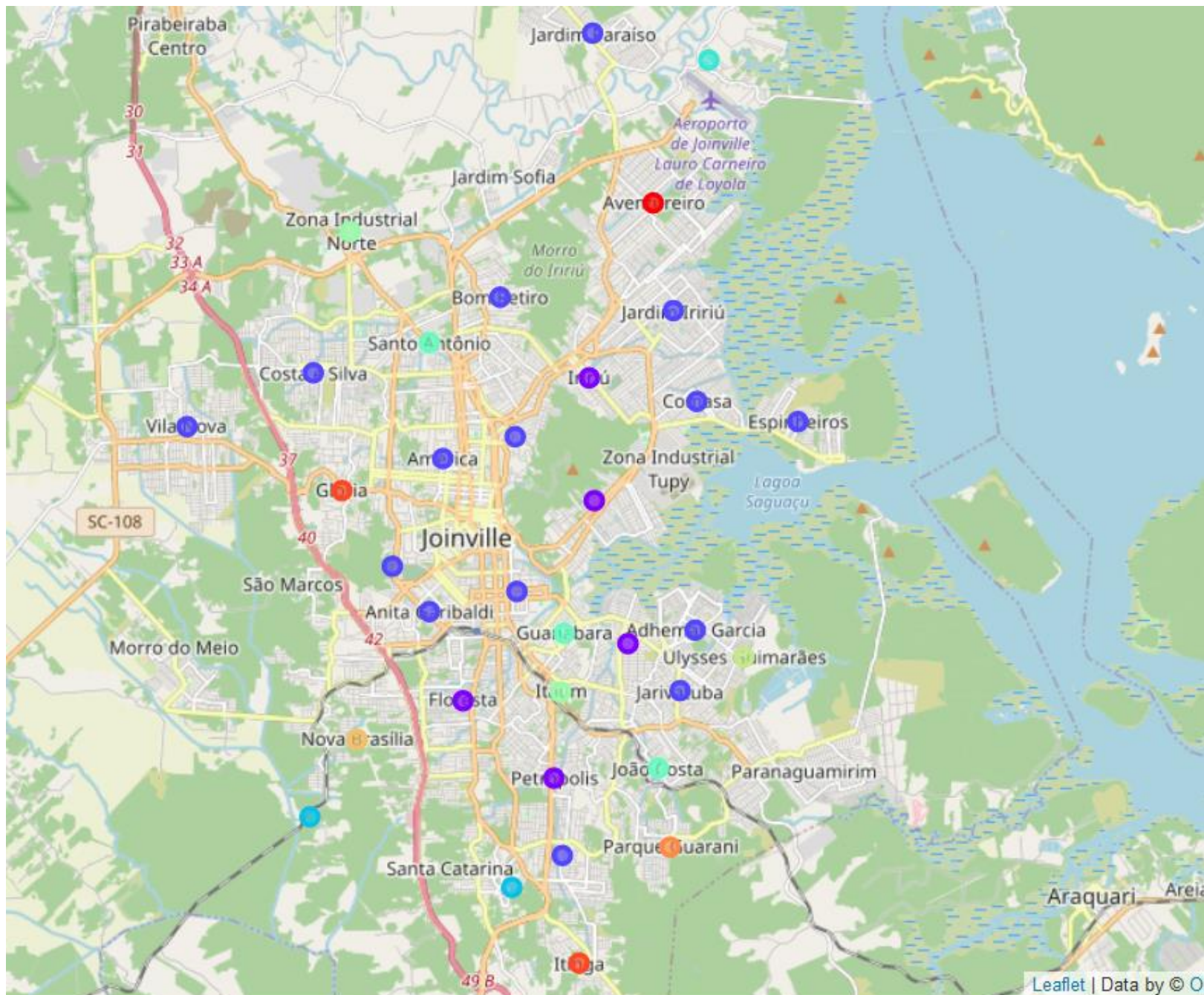
Most common busines.

It's reasonable consider that the most common venues are correlated with food industry.



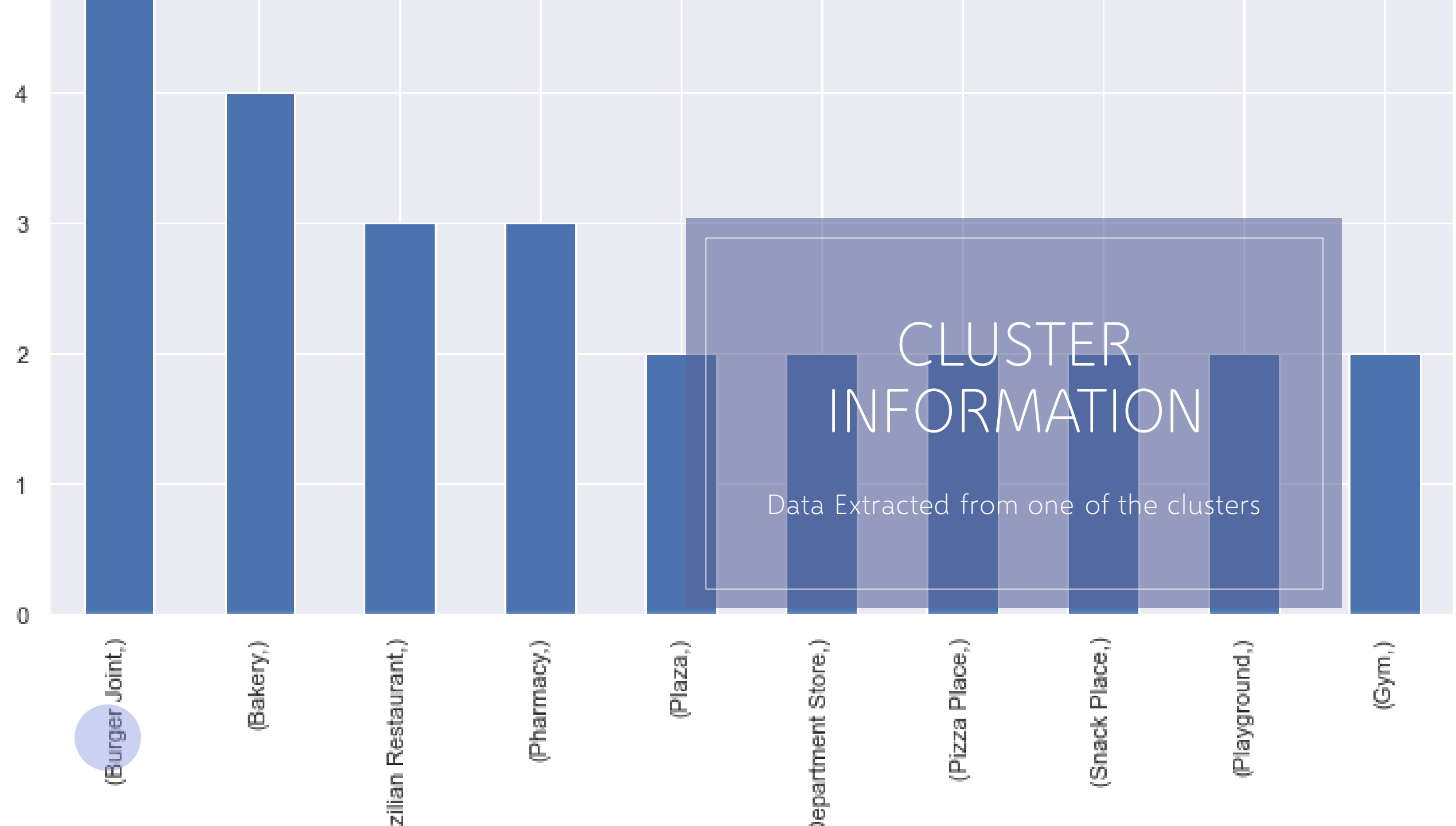
Exploratory data analysis

Heatmap with all the business correlations.



Clusters

Neighborhoods splitted by clusters.





Conclusions

- Unfortunately the data provided by Foursquare is very poor and very susceptible to bias for the region where I live and can't be considered for a proper analysis, there are some neighborhoods that have only 1 venue listed. So, considering the intend of the project it was possible to obtain a shallow idea but certainly couldn't be taken seriously for a Data Science Project. For academic purposes it's suitable.