

**Location analysis tool using
data from Foursquare**

Final Project

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INDEX

- Introduction
- Business Problem
- Data acquisition
- Methodology
- Results
- Conclusion

1

INTRODUCTION

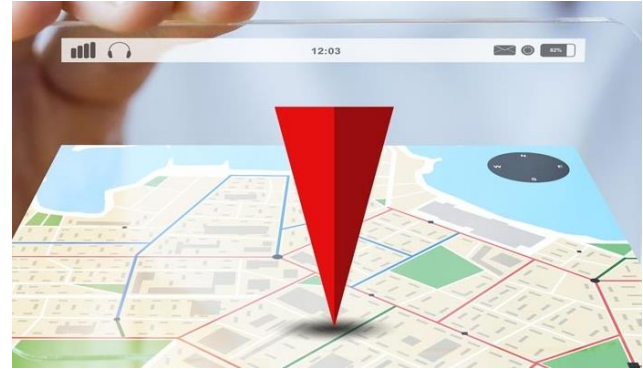


INTRODUCTION

The success of a business depends a lot on its location.

The street, the orientation and the views are fundamental. But so is the economic activity that is in the vicinity.

A very important decision, after having chosen the product you will sell, is the geographical place where you will offer it.



2

BUSINESS PROBLEM

BUSINESS PROBLEM

Goal

Is there a tool or solution that helps entrepreneurs define the location of their business?

- For this case, we will focus on a group of entrepreneurs who decide to open a pastry shop in Santiago de Surco - Lima, Peru.



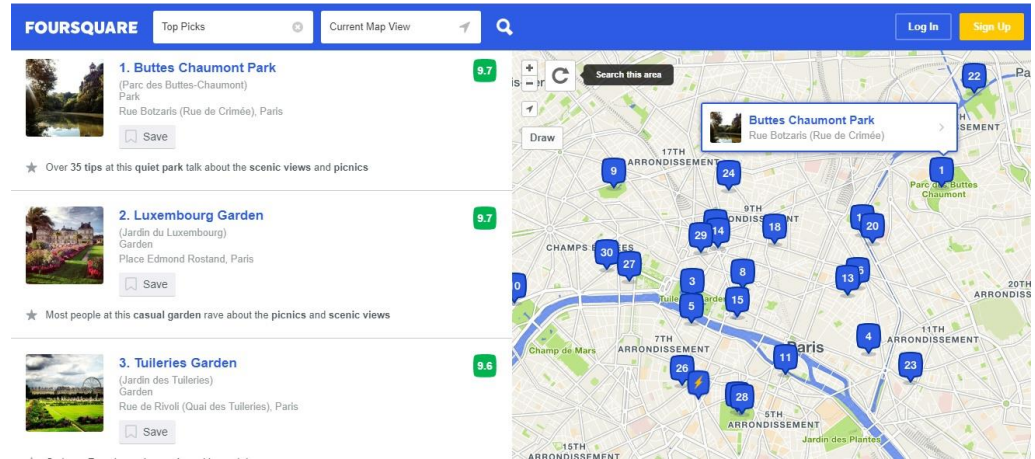
3

DATA ACQUISITION

DATA ACQUISITION

Some information

- Latitude
- Longitude
- Address
- Categories
- Country



4

METHODOLOGY



METHODOLOGY



Data Location

Include:

The connection was made with the Foursquare service.

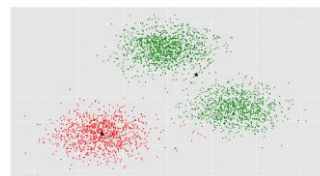
Script - Py



Processing

Geolocation services were used to map the places with the highest concentration

Kmeans



**Predicción
final**

5

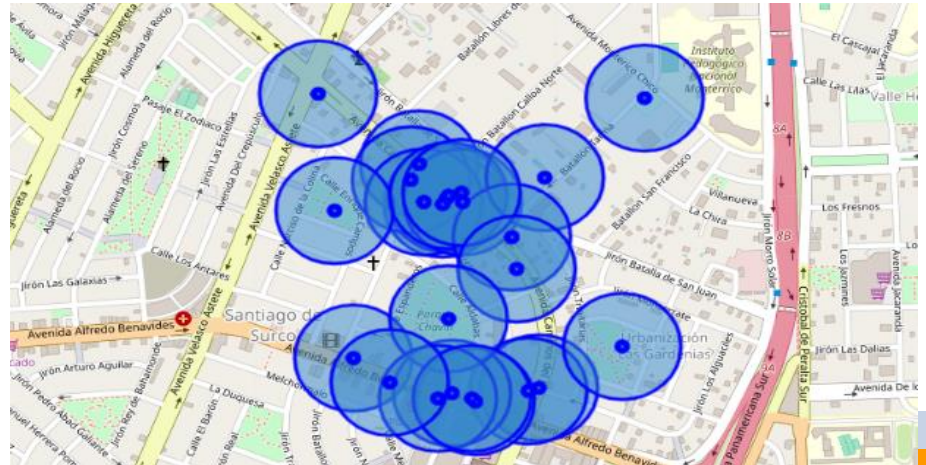
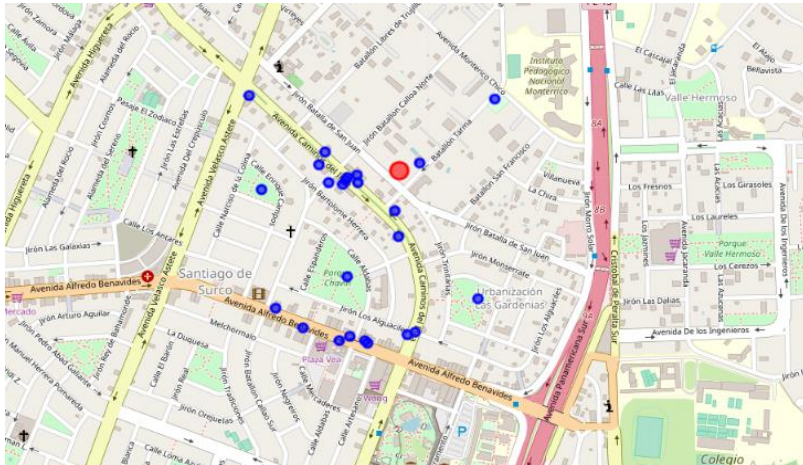
RESULTS



RESULTS

This is to seek the areas that have the highest concentration of people and that is as commercial as possible.

LOCATIONS





RESULTS

Name	Categories	Address	C	City	Country	Distance	FormattedAddress	Lat	Lng
		Caminos							
Dalcello	Ice Cream Shop	del Inca 1502 Av.	PE	Surco	Perú	152	[Caminos del Inca 1502, Surco, Perú] [Av. Caminos del	- 12.12544	- 76.98328
Il Piccolo Pomodoro	Italian Restaurant	Caminos del Inca 1473 Av.	PE	Surco	Perú	202	Inca 1473, Santiago de Surco, Perú] [Av. Caminos del	- 12.12464	- 76.98372
Tierra Santa	Middle Eastern Restaurant	Caminos del Inca 1512 Av.	PE	Surco	Perú	142	[Av. Caminos del Inca 1512, Santiago de Surco, 33, Perú] [Av. Caminos del	- 12.12533	- 76.98321
La Verdad de la	Restaurant	Caminos del Inca 1478	PE	Surco	Perú	212	Inca 1478, Surco, LIMA 33, Perú]	- 12.12495	- 76.98386
Milanesa									



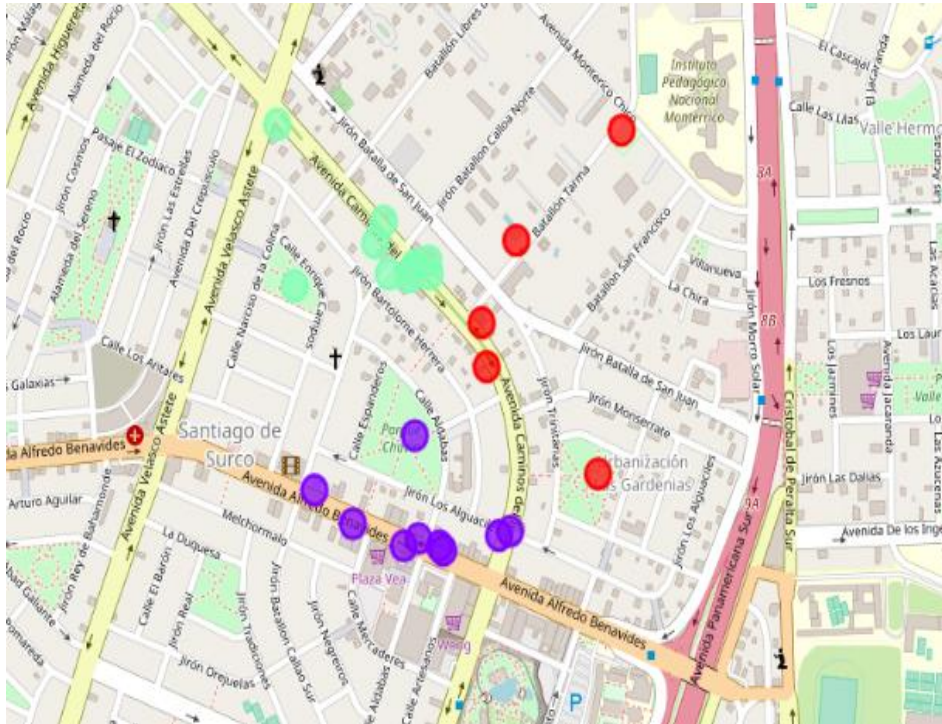
Cluster	Name	Categories	Lat	Lng
2	Dalcello	Ice Cream Shop	-	-76.98328
2	Il Piccolo Pomodoro	Italian Restaurant	-	-76.98372
2	Tierra Santa	Middle Eastern Restaurant	-	-
2	La Verdad de la	Restaurant	-	-
	Milanesa		12.124947	76.983864

6

DISCUSSION



DISCUSION



Now with the results obtained, we can note that there are 3 large commercial balloons that make up a small part of Santiago de Surco. In this way, you can have a clearer idea of where to open the business. A very key option to open it at a point where it is adjacent to the groups or what is most acceptable by affinity to each group.

6

CONCLUSION



CONCLUSION

It can be concluded that advanced analytical tools are very enriching. Taking this case in specific, the location of a business is a key aspect that can define the success or failure of a business. That is why the constant alternatives that exist in the market to solve the problem. What has been exposed is one of the forms



THANKS