

The best place to open a japanese restaurant in Rio de Janeiro

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1. Introduction

The purpose of this report is to answer the question: "Which is the best neighborhood to open a japanese restaurant in Rio? Rio de Janeiro is one of Brazil's most famous cities, being the second destination in the country by tourist visitation rank. Clearly, this research will be useful for entrepreneurs and stakeholders who seek a profitable investment in the wonderful city's real economy.

2. Data

The list of Rio's neighborhoods as well as their per capita income was obtained from [Wikipedia](#). This data is not recent, but for our purposes, it's suitable (see methodology section). Income was used as a feature for two main reasons. First, it implicitly restrains the location of the restaurant, and second, different incomes require different types of japanese restaurants, usually an expensive category.

Foursquare API was used to gain information about the neighborhoods quantity of restaurants, and the japanese ones specifically. Obviously, it's very helpful to know how hard competition will be in each potential place.

Finally, Rio's neighborhoods geographical coordinates were acquired from Google Maps, and placed into a table, loaded into the notebook.