**Introduction/Business Problem**

Create a new Tapas Bar in Madrid

My client wants to open a new Tapas Bar in the center of Madrid.

He have 200.000€ of budget, but he wants to maximize the profit.

I start to define some parameters in order to limit the search of the best place to buy a local, and convert it in a trending Tapas bar. So I made some questions to my client, and here are the answers:

* Area: inside the M30 (city center)
* Location: a neighborhood with a lot of social life, but no too close to the other Bar (150 meters minimum)
* Clients age: between 30 and 50 years
* Dimensions of the local: between 50 and 100 m2
* Budget to buy the local: 150.000€ max
* Budget to reform the local: 50.000€ max

Data:

-First we need to explore all the venues for Tapas Bar in Madrid, specifically inside the M30 area, using Foursquare

-Then, we need to choose the 2 or 3 neighborhoods with more Tapas Bar.

-After that, it is necessary to check to local price per m2 for each neighborhood. We check the www.idealista.com database.

It should fit the equation price/ m2 < 3000€ since the maximum budget to buy it is 150.000€ and the minimum size is 50 m2

-Once we choose the neighborhood that’s fit best the previous parameters, then we looking for free locals for sale that meet the budget and the location constrains.

-With the list of candidates we evaluate the around Tapas Bar users, to apply the criteria of the Clients age.

-Finally, we propose to the client, a list with the locals that fits all the parameters order by most recommended first.