

Project: Improving the City of Montevideo

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INTRODUCTION

Background

Montevideo is the capital of Uruguay and by far the biggest city in the country and located in the homonymous Department (note: a department is somewhat equivalent to a state in US).

For administrative purposes, the city is divided in eight Municipalities. The population of Montevideo is about 1.3 Million people.

Problem

The Government of Montevideo has perceived that although it still has majority in the polls there are areas where there is a small or negative margin with respect to the opposition. Where the satisfaction with the Government is lower is being interpreted as a demand for improvements. The idea of this project is to compare Municipalities in terms of polls results and relate them to type and number of different venues present in the area. With the insight provided by this study, the Government of Montevideo will try and find ways to encourage business, institutions, etc. to move to move their venues, or open new ones, where there is a lack of them. This will not only be good for the business opportunities but will also improve the neighborhoods and reduce the use of commuting resources.