

Project: Improving the City of Montevideo

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INTRODUCTION

Target Audience

Govtment of Montevideo

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. The interpretation is that in areas where the satisfaction with the Government is lower is where the demand for improvements is higher.

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.

Benefits of this project

With the insight provided by this study, the Government of Montevideo will try and find ways to encourage business, institutions, etc. to move their venues, or open new ones, where there is a lack of the. This will not only be good for neighbors and their inhabitants but will also bring business opportunities and reduce the use of commuting resources.