

IBM Applied Data Science Capstone

Case Study to open a Brazilian Pizzeria in Maricá Rio de Janeiro

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Introduction

This study is part of the completion of the IBM Applied Data Science Capstone from Coursera Platform course.

In this study we will make a mapping of pizzerias, in the city of Maricá / Rio de Janeiro to verify the amount of pizzerias in the region and if there is a market need to start or not a business of Brazilian pizzeria.

Project Proposal

The city of Maricá is a municipality located in the Metropolitan Region of Rio de Janeiro State. In recent years, while the state (highlighting the capital) has been suffering from the crisis, Marica has been moving in the opposite direction, growing economically and socially.

According to a survey conducted in 2018 (CAGED - General Register of Employees and Unemployed by the Ministry of Labor), Maricá is among the five municipalities in the state of Rio de Janeiro that have generated the most employment with a formal contract in the last 12 months. Such employment growth is mainly due to investments in oil royalties and social programs.

Considering that Maricá is the municipality with the highest return on oil royalties in the entire state of Rio de Janeiro, also considering the increase in investments in the municipality by the public authorities and the rapid development of the region, it is interesting to do a feasibility study. to open a pizza place.

Business Problem

The objective of this study is to analyze if there is a need in the city of Maricá to open a pizzeria and, if there is, the choice of the best place to set up the company.

Target Audience

Investors and entrepreneurs from the region who are looking for partnership for business society.

Data

Datas to solve the problem:

- Address list of pizzerias within the city of Maricá
- Latitude and longitude coordinates of these addresses for the purpose of creating a map for better viewing and taking the relevant data from these addresses.