Battle of the Neighbourhoods

This report is part of the Applied Data Science Capstone project.

<u>Introduction</u>

Rio de Janeiro is known world wide for its attractive beaches, warm weather and awesome caipirinhas. Furthermore, it has famous tourist attractions like Christ the Redeemer, the Sugarloaf hill overlooking the city and its annual carnival and year end festivities draw hundreds of thousands of visitors each year (at least in the pre COVID world). Once the world goes back to normal Rio is a great place to start a restaurant that serves world famous Dutch cuisine!

This information will be very useful for Dutch entrepreneurs that are tired of the rain and prefer a bit more sunshine.

The location of the restaurant should be in an area that has the following characteristics:

- Should be in the same location as other restaurants to make sure the neighbourhood has options.
- Should be in a location with highly rated restaurants according to Zamato (www.zamato.com)
- Should be in a location with hotels in order to attract tourists visiting Rio

<u>Data to be used:</u>

We will use the Zamato dataset available on Kaggle to find the location of the highest rated restaurants in Rio (https://www.kaggle.com/shrutimehta/zomato-restaurants-data).

We will use the Foursquare location data (www.foursquare.com) to find the neighbourhood that fits the above criteria best.
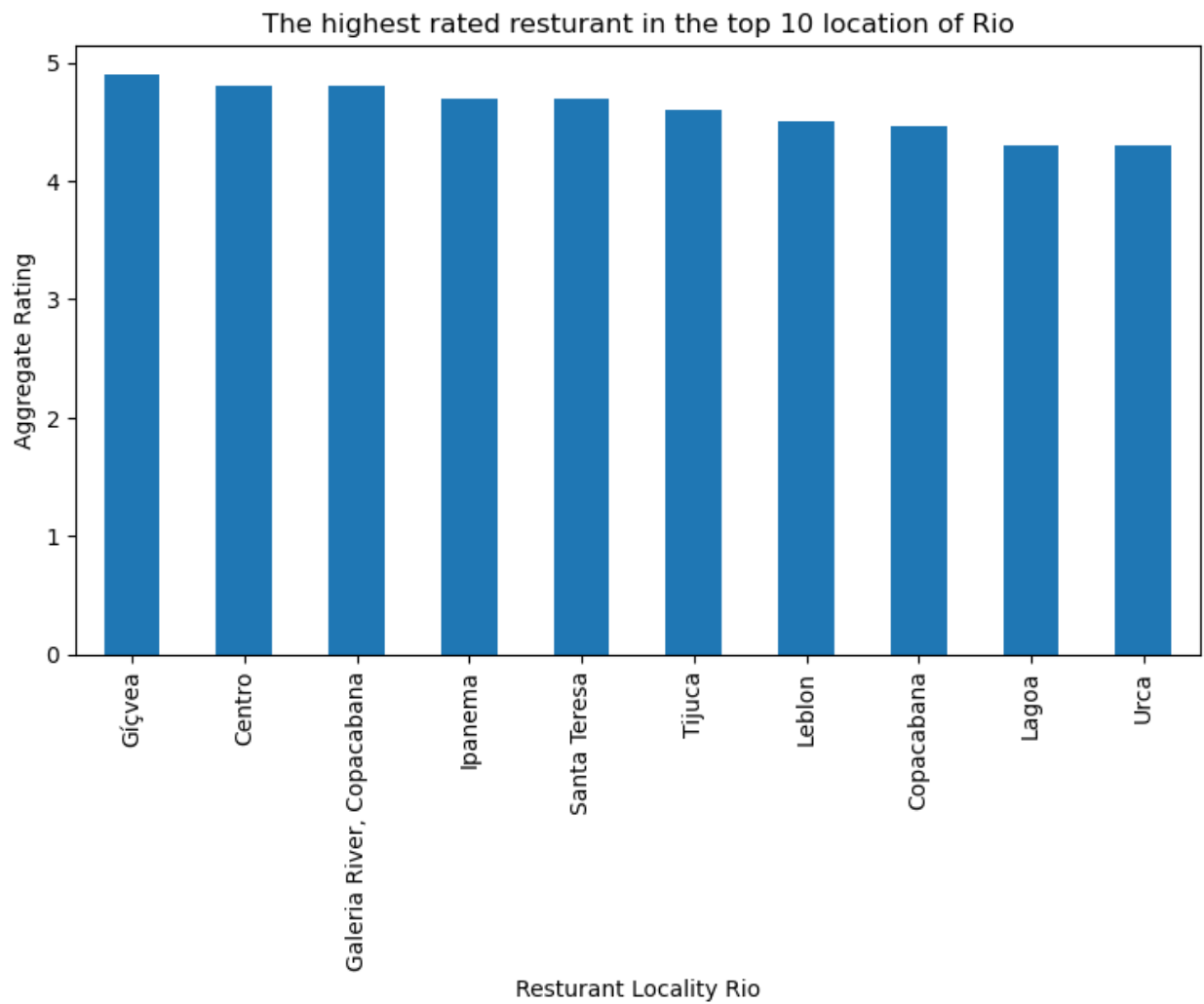
<u>Methodology</u>

We will use what we learned during the Applied Data Science course to extract location data from Foursquare to see which neighbourhoods have what type of venues and we will use the Zamato data to see where the best rated restaurants are.

Results

Zamato

Based on the Zamato dataset the venues with the highest ratings are in the following neighbourhoods:

The highest rated resturant in the top 10 location of Rio

We will look at: Gicvea, Centro, Galeria River/Copacabana and Ipanema

Foursquare

	Locality	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Most Common Venue	7th Most Common Venue	8th Most Common Venue	9th Most Common Venue	10th Most Common Venue
0	Barra da Tijuca	Beach Bar	Bathing Area	Italian Restaurant	Japanese Restaurant	Boat or Ferry	Lounge	Food	Harbor / Marina	Beach	Farmers Market
1	Centro	Brazilian Restaurant	Coffee Shop	Bookstore	Café	Theater	Bar	Pastry Shop	Snack Place	Smoke Shop	Bistro
2	Copacabana	Hotel	Gym / Fitness Center	Middle Eastern Restaurant	Snack Place	Bar	Ice Cream Shop	Italian Restaurant	Churrascaria	Bakery	Brazilian Restaurant
3	Galeria River, Copacabana	Hotel	Outdoor Sculpture	Middle Eastern Restaurant	Gym / Fitness Center	Bar	Burger Joint	Beach	Brazilian Restaurant	Hostel	Beach Bar
4	Gíçvea	Brazilian Restaurant	Theater	Dessert Shop	Japanese Restaurant	Farmers Market	Bar	Coffee Shop	Middle Eastern Restaurant	Café	Gym / Fitness Center
5	Ipanema	Brazilian Restaurant	Ice Cream Shop	Furniture / Home Store	Japanese Restaurant	Supermarket	Pizza Place	Coffee Shop	Italian Restaurant	Food Stand	Café
6	Lagoa	Bar	Bakery	Brazilian Restaurant	Pizza Place	Buffet	Farmers Market	Furniture / Home Store	Deli / Bodega	Stables	Cocktail Bar
7	Le Monde, Barra da Tijuca	Brazilian Restaurant	Boutique	Bar	Italian Restaurant	Jewelry Store	Japanese Restaurant	Ice Cream Shop	Café	Coffee Shop	Clothing Store
8	Leblon	Bar	Brazilian Restaurant	Steakhouse	Pizza Place	Food Stand	Gym / Fitness Center	Hotel	Café	Italian Restaurant	Japanese Restaurant
9	Leme	Brazilian Restaurant	Hotel	Bar	Pizza Place	Beach Bar	Italian Restaurant	Snack Place	Breakfast Spot	Restaurant	Japanese Restaurant
10	Santa Teresa	Bar	Brazilian Restaurant	Hostel	Cocktail Bar	Café	Pizza Place	Plaza	Restaurant	Clothing Store	Scenic Lookout
11	Tijuca	Bar	Brazilian Restaurant	Gym / Fitness Center	Pizza Place	Restaurant	Fast Food Restaurant	Music Venue	Sports Bar	Pharmacy	Food
12	Urca	Souvenir Shop	Shoe Store	Tram Station	Trail	Beach	Tea Room	Brazilian Restaurant	South American Restaurant	Mountain	French Restaurant

According to the location data from Foursquare Leme, Galeria River/Copacabana are the only neighbourhoods with hotels in the top 5 venues.

Discussion

With Leme and Copacabana not being part of the top rated neighbourhoods on Zamato we look if Galeria River/Copacabana has any other restaurants in the vicinity and its 3rd most common venues are Middle Eastern Restaurants, its 6th most common venues are burger joints and its 8th most common venues are Brazilian restaurants.

Conclusion

Based on the data we discussed the best location to start the restaurant would be Galeria River/Copacabana!