

Coursera Final Project

Comparing establishment types in San José, Costa Rica

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January 2021

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Objectives

- To evidence the existence of differences between establishment types in the region.
- To specify the types of establishments that are attractive to each region.
- To create a ranking of establishments in the two main regions.
- To create a map and ranking of establishments that can be used by investors, local governments and consumers to better understand their context.

Why?

Reasoning behind investigation

Understanding the types of businesses that populate different regions of a large urban area allows for better strategic decisions by investors that can pin point their targets, better public policy that adapts to specific locations and more informed consumers.

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Data acquisition

The geographical data was sourced from this site and included economic and geographical data on the regions, including the JSON file for the choropleth map.

Data management

The geographical data was mixed with data sourced from Foursquare that included establishment types for each district. The districts were included in the study using the government definition of the main urban area.

The districts were then divided between east and west by comparing their latitude with that of the capital district (San José).

East and West

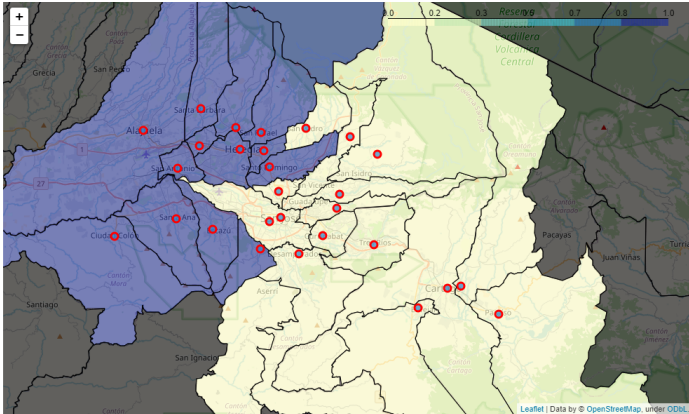


Figure: East and West Region (Blue is West).

Ranking

The establishments were ranked depending on their positions in each district. Three points were given to every first position, two to second and one to third while none were awarded if a type did not rank. This was used to create an importance ranking for each region that included 32 types of establishments.

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Important differences were found

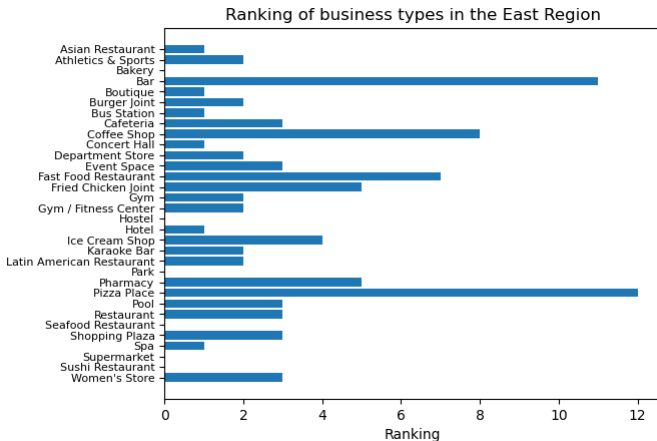


Figure: Ranking for businesses in the east region

Important differences were found

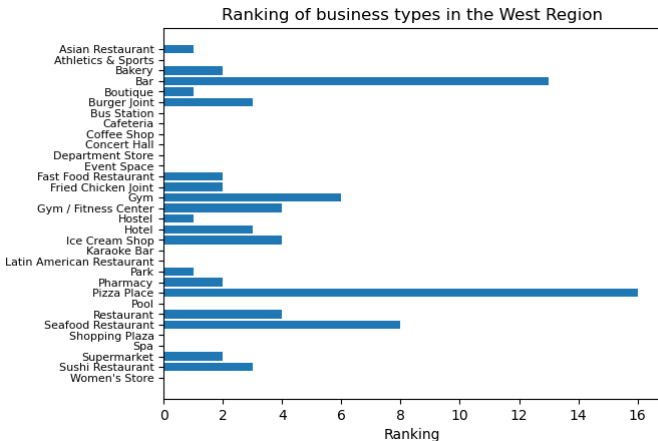


Figure: Ranking for businesses in the west region

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What did we find?

- The west has very specific tastes and there are specific types that do well (pizza, gyms, seafood, bars).
- The east is generally favorable towards most establishments except for sushi, parks and hostels.
- Bars and pizza restaurants are a safe bet for any region in the studied area.
- There are benefits in the geographical separation of establishments for stakeholders.

Recommendations:

- The risk aversion of the investors will determine whether they look at a high ranking as low opportunity or as a safe investment. The non inclusion of a certain type could rightly be considered an opportunity if taken properly.
- Additional groupings using income and similarity of tastes can be made. More, smaller investments could also be an option in order to better divide the urban region depending on other underlying characteristics.