# ITALIAN REGIONS 2.0

How much are currently the Italian venues impacted from the local culture?

# THE GOAL

We want to find out how much the different Italian regions are different in terms of Venue Categories (the type of commercial activities).

Also, we want to create a new regional division which is based on the Venue Categories, and check how much it would be similar to the current one

## THE DATA

We take most of the information about
Italian towns form Istat.it
It is the national site for statistics

We then take information about the
venues from Foursquare

# THE ANALYSIS

For each current region, we computed the frequency for each Venue Category.

Looks like Italian people care a lot about their bellies :P

On the right, the analysis for Piedmont

| In Piemonte - Category | Frequency |
|---|---|
| Italian Restaurant | 16% |
| Original venue | 9% |
| Pizza Place | 6% |
| Hotel | 6% |
| Café | 6% |

# THE NEW REGIONS

After many statistics and a few round of K-means Clustering, we created the new Italian regions, using the Venue information to influence this separation

# LESS GEOGRAPHICAL INFLUENCE

Here is the result if we reduce by 7 the impact of the geographical coordinates of the cities.

This means that here the venue information are much more relevant!
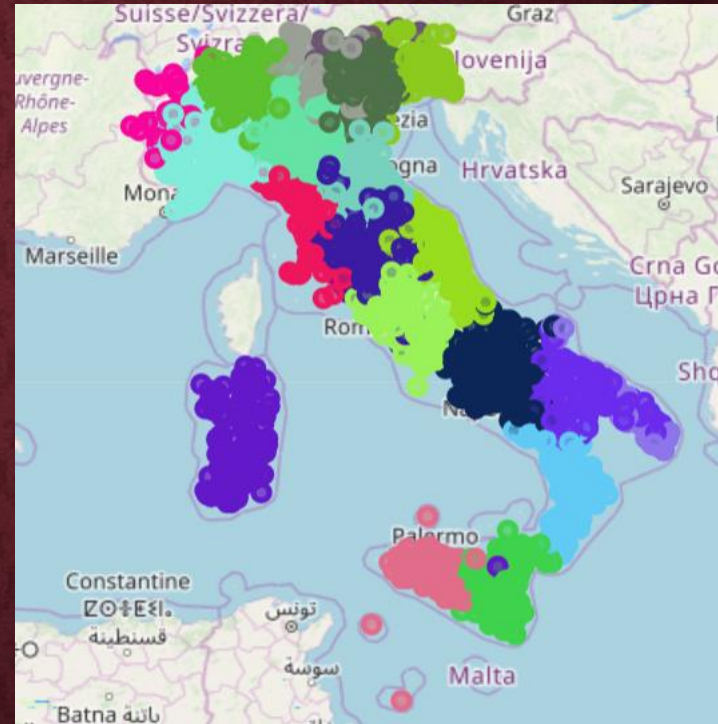
# FOCUS 1

Liguria and Piemonte share a lot of culture and history, so it's nice to see that they have been grouped together under one unique region
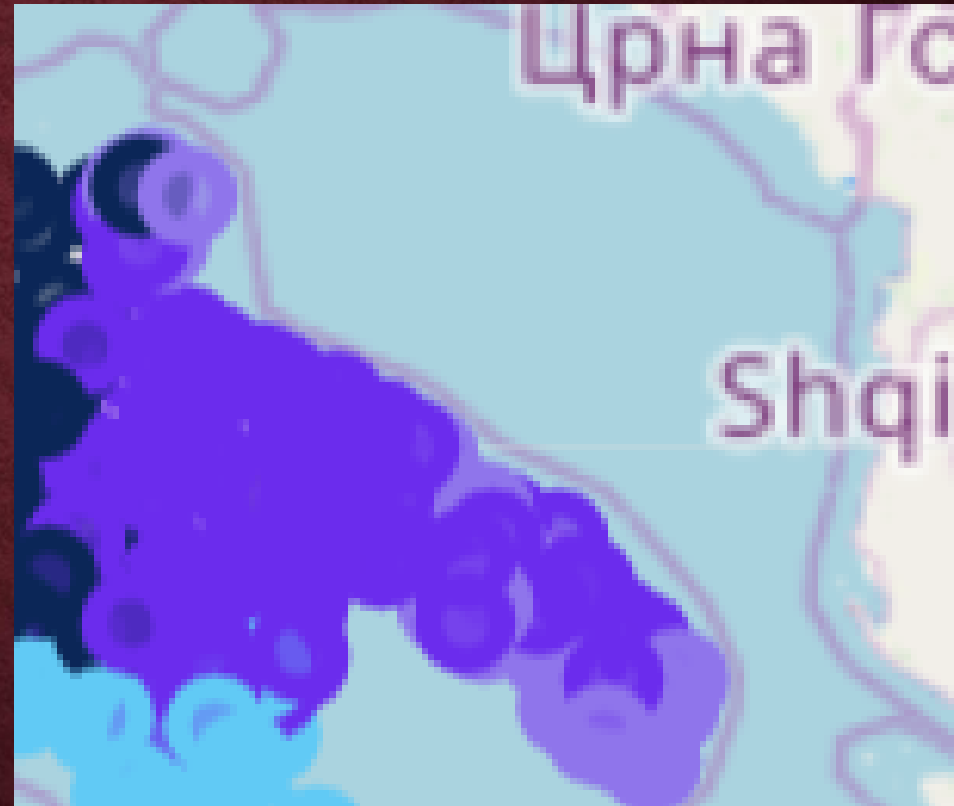
Also, Aosta and its strong german influence has not been forgotten ;)

# FOCUS 2

The tip of Calabria has been separated from the rest of the region

I actually like this, because the tip has storically a strong Greek influence

## CONCLUSION

The experiment has been a success: we confirmed how much the Italian Regions are still strongly different in terms of culture, and how this is reflected in their venues