

# Taking a Look at Milanese Food Venues

By Francesco Rivano

## 1. Introduction

### 1.1 Background

Milan is the de facto economic capital of Italy, home to its stock exchange, famous for its role in the fashion industry and its important industrial past as part of the Italian industrial triangle (Genoa, Turin, Milan). It is obvious to expect a wide variety of cuisines and an explicit openness to foreign tastes (unlikely to be found in most areas of Italy, considering how many Italians are proud of their cuisine, both regional and national, and not that interested in recipes from abroad).

### 1.2 Business Problem

This report will show what kind of (food-related) venues are popular in a certain area and will, in a way, implement and suggest the opposite of “low density = good, high density = bad”: we shall try to understand what are the most popular venues and their distribution among the relatively tiny Milanese neighbourhoods (Milan is a pretty compact-sized city). Lack of official datasets about crime means we will be unable to rely on that to avoid or suggest a certain area. “Domain knowledge” (that is, personal) or informations that could be found in guides online will give us a rule-of-thumb way to assess the quality of a certain area. The business problem to be solved is trying to find a trend in order to invest money in an area and/or finding the best venues to provide tourists with suggestions (maybe tailored to their purchasing power, tastes, and similar criteria). Also, are there differences in terms of foreign and Italian tastes (when they can be evaluated, as there could be too small a sample in terms of reviews to even compare them)? In a traditional European city, is the city centre home to the “best” restaurants, or do other neighbourhoods feature better choices?

### 1.3 Interesting for:

Investors, not only those interested in food venues per se, but also in related and unrelated venues and activities (museums, cinemas, hotels) that would benefit from proximity to renowned and healthy restaurants and similar businesses. Or else people that want to write a guide for tourists or just talk about food (journalists, perhaps, or bloggers).

## 2. Data

### 2.1 Data Sources

Foursquare and its API will provide most data concerning the venues. A small set of ad hoc Python functions will make retrieving information about each venue fairly easy. GeoJSON files can be found at <http://dati.comune.milano.it/>, and any kind of domain knowledge in terms of neighbourhood safety will be searched on Google, trying to rely on official sources whenever possible.

### 2.2 Data Cleaning

To be completed later on, during the second week.

### 2.3 Feature Selection

Same here.