Analysis on Milan’s Neighborhood

Introduction: Business Problem

- Milan is Italy’s city of the future, a fast-paced metropolis where money talks, creativity is big business and looking good is an art form. Internationally recognised as one of the world’s most important fashion capitals, but it also has a wealth of interesting museums and things to see and do
- The objective of this project is to analyze and select the best locations in the city of Milan, what are the most prominent restaurants for potential stakeholders.

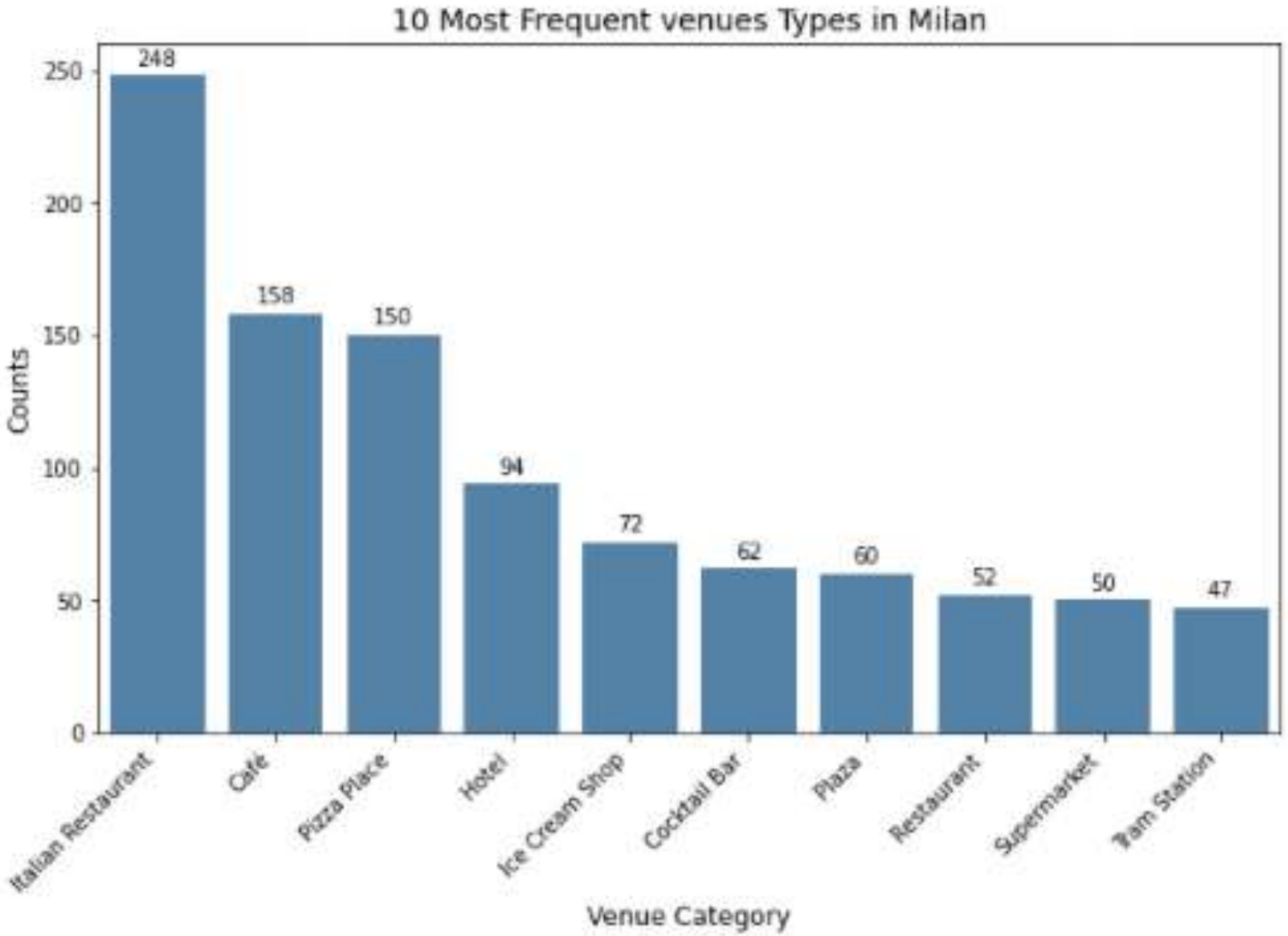
Data

- •List of the neighborhoods in Milan
- •Geo-coordinates of the neighbordhoods in Milan
- • Top venues by neighborhoods

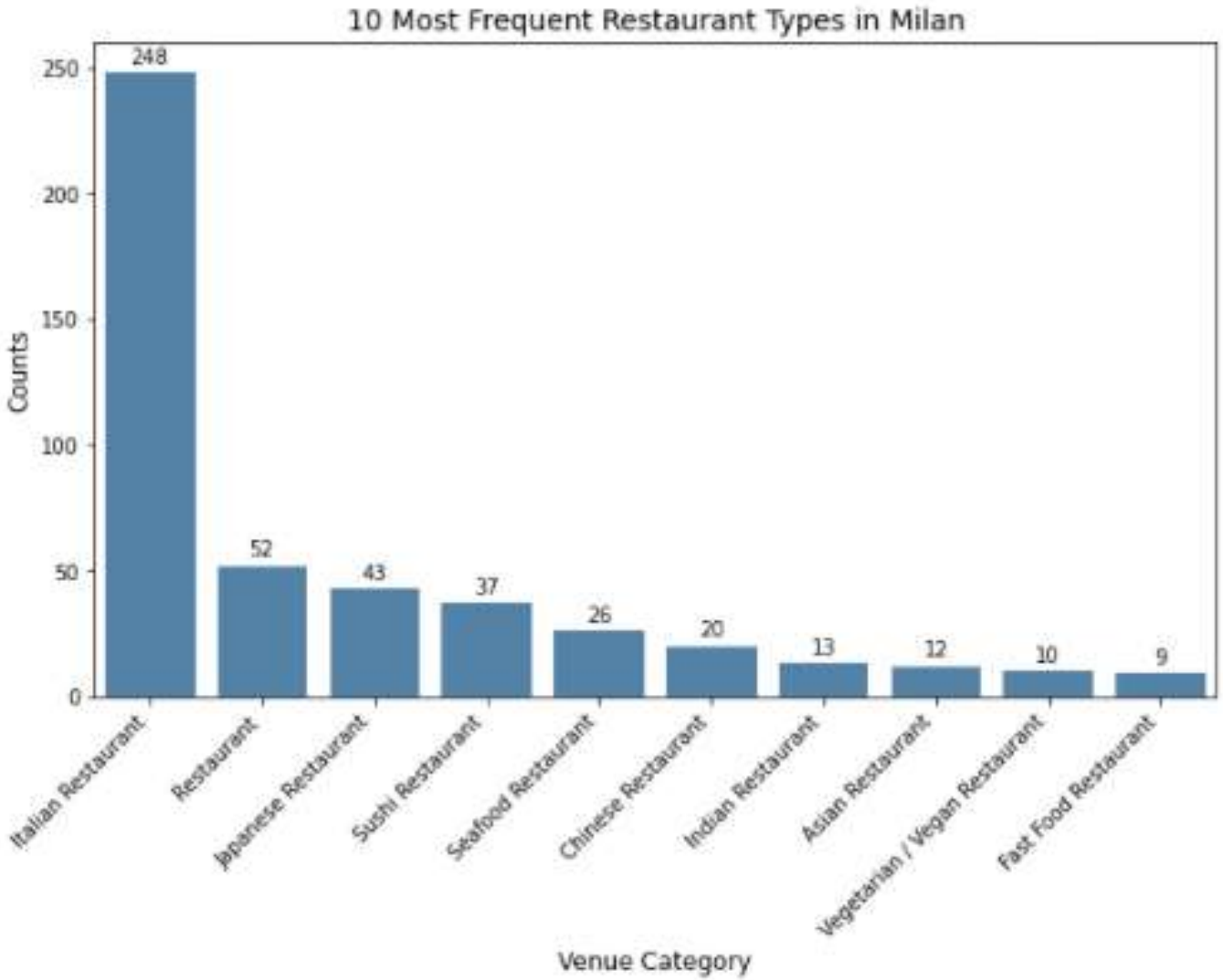
Methodology

- In this project we will direct our efforts on detecting areas of Milan that have restaurants and find what kind of restaurants
In first step we have collected the required **data: location and type (category) of every restaurant within**. We have also **identified restaurants** (according to Foursquare categorization).
Second step in our analysis will be calculation and exploration of **restaurant across** different areas of Milan..
- In third and final step we will focus on creating **clusters of locations that meet some basic requirements**. We will present map of all such locations but also create clusters (using **k-means clustering**) of those locations to identify general zones / neighborhoods .

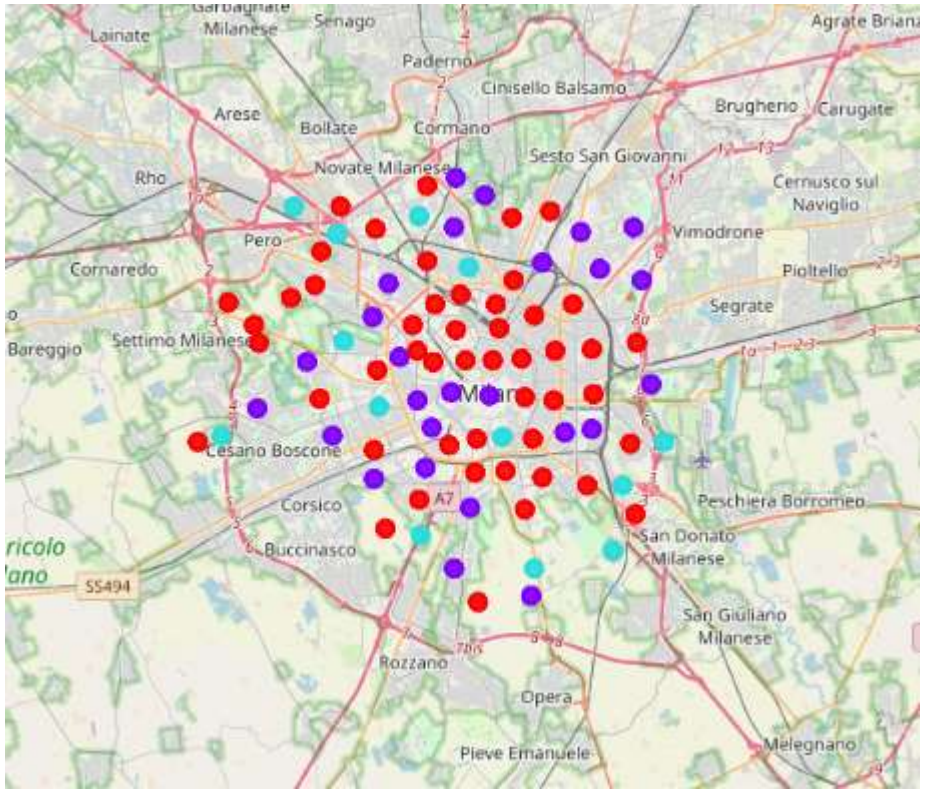
Most Frequent venues



Most Frequent Restaurant



Restaurants in Milan



- Cluster 1 and 2 have the highest concentration of restaurants, which is not surprising since that is the center of Milan and nearby. Most of the restaurants offer Italian cuisine.
- Cluster 2 most common restaurant is Italian followed by predominantly African restaurants.
- Cluster 1 has the most variety.

Conclusion

Purpose of this project was to identify what kind of restaurants are present in Milan. By calculating restaurant density distribution from Foursquare data we have first identified general boroughs and then generated extensive collection of locations which satisfy some basic requirements regarding existing nearby restaurants. Clustering of those locations was then performed in order to further understand the data.
This was just a general analysis that can be taken to gain further insight by performing a deeper analysis on the data to recommend a restaurant, to find a place for stakeholders to build one ect.