

## Introduction

In this report I will be analysing the options where to open a Pizza Business in Buenos Aires city, Argentina. To do this, I will analyse the distribution of pizza stores in the principal neighbourhoods of the city, and determine where the density is higher, where they are located and the best rated ones.

I will conclude the analysis with guidelines for future investors about the most appropriate locations to open a pizza store, and foresee the profiles of each neighbourhood. This means locating the spots in each of those neighbourhoods where there is a lack of stores but a high consumption rate.