

Introduction/Business Problem

Peter Parker is a manager of Chinese and Italian restaurants in New York. Due to his success, he has decided to expand the franchises of his restaurants to Miami. However, the budget he has to carry out this business is limited, so initially he will only be able to open one restaurant. That is why investors have asked Mr. Parker to conduct a market study to define the location of the restaurant and the type of food it will sell, Chinese or Italian. The above, taking into account the current offer of restaurants in the city.

Data section

For Mr. Parker's study, the information of restaurants in the city of Miami will be taken through the Foursquare API, and the data of the neighborhoods from the following link: https://en.wikipedia.org/wiki/List_of_neighborhoods_in_Miami. The above with the purpose of knowing the offer of restaurants in the city, for each neighborhood. So that it is possible to identify which are the 5 neighborhoods with the lowest offer, for which the offer of Chinese and Italian restaurants will be reviewed and the neighborhood and the type of food to choose will be decided.

In this way we will have all the Miami neighborhoods available in the link provided above, where the coordinates are also found. In this way, the corresponding analysis of the venues extracted from Foursquare can be made.