



# The Battle of Neighborhoods

¿Where to open a restaurant in Miami?

# Business Problem

Peter Parker has decided to expand the franchises of his restaurants to Miami. 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.

A decorative graphic on the left side of the slide consisting of two overlapping squares. The bottom-left square is a dark blue, and the top-right square is a lighter blue, creating a cross-like shape.

## Used Data

To carry out the study, information on Miami neighborhoods will be used, available on wikipedia. And additionally, information about the competition will be extracted using the **Foursquare API**.

# Methodology

01

## Web Scraping

Extraction of Miami neighborhood information

02

## Foursquare API

Extraction of venues information by neighborhood

03

## Preferred Neighborhoods

Top neighborhoods with fewer venues

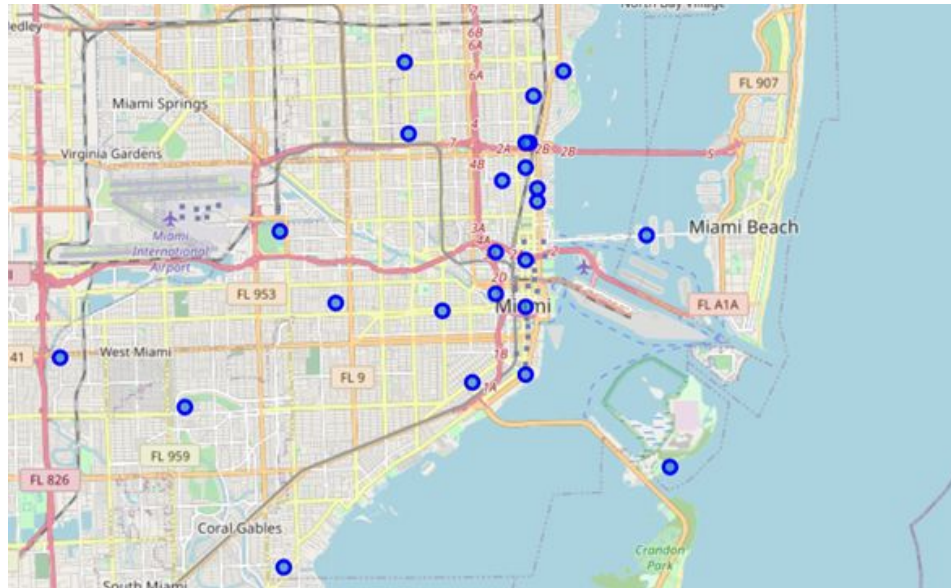
04

## Clustering

Grouping to find food preferences

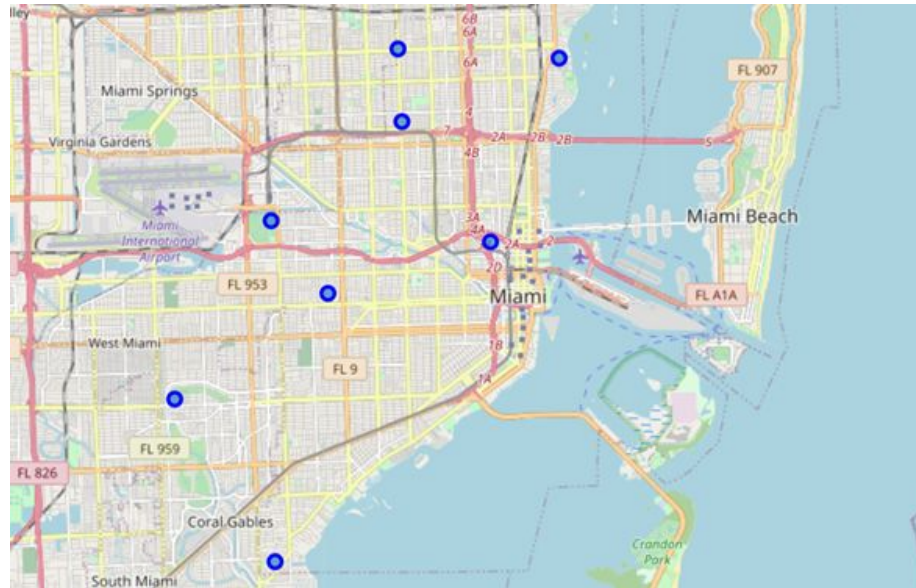
# Results

Miami neighborhoods



## Results

## Miami neighborhoods with less venues related to restaurants

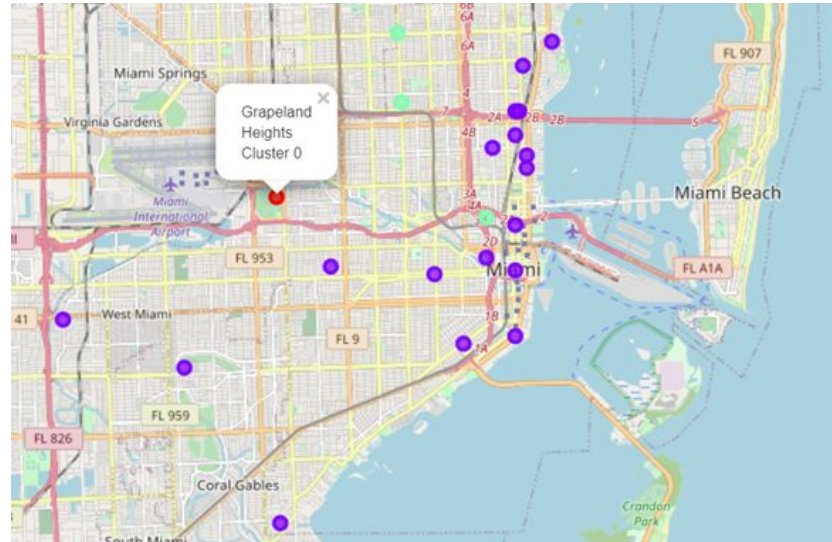


# Results

- A vast majority of Miami neighborhoods have a large offer of Italian food restaurants, but the targeted neighborhoods do not have Italian food.
- Grapeland Heights neighborhood has a very low number of venues and counts with a strategic location.
- Therefore, Mr. Parker should open an Italian restaurant in this neighborhood.

# Discussion

More details about the neighborhood need to be taken into account, however, it is clear that the location seems to be the best.





# Conclusions

## Problem

Peter Parker must say where to open a new restaurant in the city of Miami, which can be Chinese or Italian food.

## Location

Grapeland Heights is a neighborhood that still has growth potential in the gastronomic sector, which could imply that the profits of a restaurant in this area are high.

## Food type

The restaurant must be Italian food since in the city this type of food seems to be desired, however, in this neighborhood there is currently no offer of this type.