

Introduction

The 2020 pandemic, unfortunately, not only took many lives but also brought challenges for the establishments, forcing a great number of those to close doors. Albeit sad, it brings opportunities for those willing to take a risk and who have the means to start a new business.

Using data extracted from Foursquare and data science, a data scientist might be able to shed some light the best neighborhoods to start a new business.

This work will consider a Pet Store in Buritis, a neighborhood in Belo Horizonte, whose owner wants to open a new store. With this information we will try to find a neighborhood similar to Buritis, in venues styles and quantities, and which has the biggest popularity in pet stores, with the least amount of stores per habitant.