Introduction

A client owns an Italian restaurant in São Paulo, SP, Brasil. His venue is placed in the district of Pinheiros. His restaurant is presenting good financial results and he wants to open a second unit, but he does not know where to place it.

São Paulo is the most populous city in Brasil and is the ninth largest city in the world in terms of inhabitants. Its population is of 12.11 million people. As it is normal in the biggest Brazilian cities, there are huge socioeconomics differences between districts, so it is important to include socioeconomics features in the analysis, because placing the restaurant in a poorer district might be a problem in terms of security and profitability and placing it in a wealthier neighborhood might be troublesome in terms of competition, which might affect profitability. Pinheiros is considered a wealthy district in São Paulo.

Thereby, this capstone project considers variables such as the Gross Domestic Product (GDP) per capita, Human Development Index (HDI) to evaluate the districts of São Paulo. Also, FourSquare Developer API is used to obtain venues characteristics of the neighborhoods in order to evaluate the competition that my client would face in each district.

In the next sections, the data used in this project is explained and shown. Also, methodology is explained later, followed by the results, discussion and conclusion.