

Introduction

Buenos Aires City is one of the largest cities in South America also a city with a look and some European customs. Buenos Aires and entire Argentina have a long history of international immigration. Migration mostly European and to a lesser extent from the Middle East occurred between the end of the 19th century and the first half of the 20th century (particularly Italian and Spanish, in that order)

Buenos Aires City is home to nearly 3 million people (2010 census) and in the metropolitan area home to approximately 16 million.

Buenos Aires' quality of life was ranked 91st in the world, being one of the best in Latin America in 2018. It is the most visited city in South America, and the second-most visited city of Latin America (behind Mexico City)

The city is a top tourist destination and is known for its preserved European (mostly french and english) architecture and rich cultural life.

In the last 151 years, the city has received millions of immigrants from all over the world, making it a melting pot where several ethnic groups live together and being considered one of the most diverse cities of the Americas.

With all this cultural diversity, many businesses also saw an excellent business opportunity in Buenos Aires. Such is the case, that large companies decided to open their doors in the "Reina del Plata".

Buenos Aires has an old coffee tradition. The city is well known for having a large number of "porteños" coffees, and Cafe Tortoni, for example, has been preparing coffee for more than 160 years.

Today the tradition is maintained but the public is changing and looking for other ways to enjoy their coffee. This is how large chains of coffee shops were opening in the city in recent years.

So as part of my final project, we will list and visualize all neighborhoods of Buenos Aires City looking for the best place to open a Starbucks Coffe Shop