

The best borough for an Italian restaurant

Analyzing the boroughs of Miami to find the most fitting borough to start a new Italian restaurant.

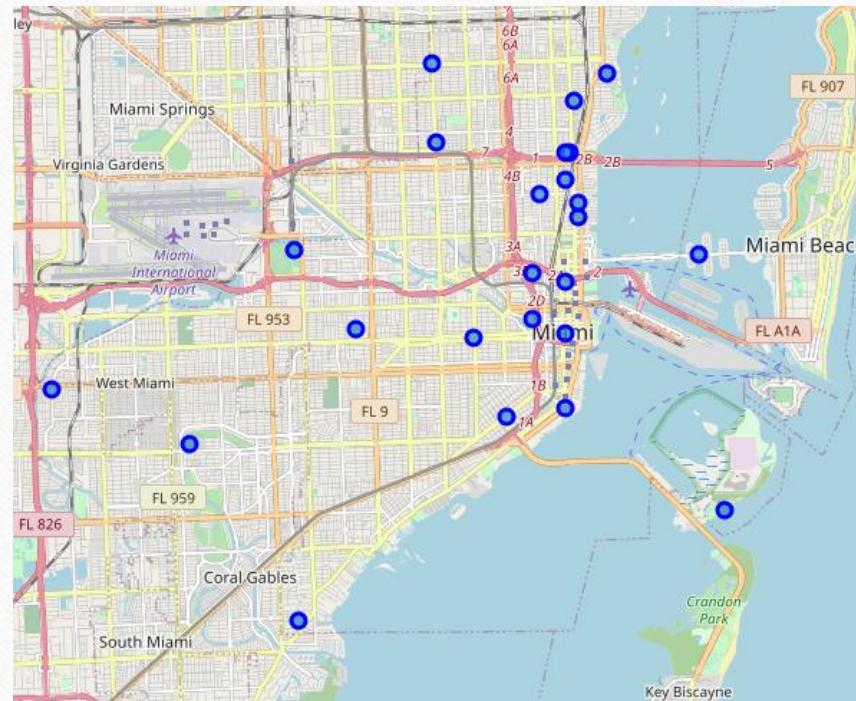
Picking the most fitting borough for a new restaurant is important

- Check out the different boroughs to know what their venue distribution looks like.
- It is good to analyze the area to know a bit more about the competition as well.
- Analyze if some boroughs could be grouped together.

Data collection and cleaning

- The coordinate information from the Boroughs of Miami came from https://en.wikipedia.org/wiki/List_of_neighborhoods_in_Miami
- The venue information and likes came from the Foursquare API.

Visualizing the location of the boroughs



- 8 out of 24 boroughs are interesting for Italian restaurants.
- Boroughs where Italian restaurants are in the top 3 of common venues are marked purple.
- All other boroughs are marked red.

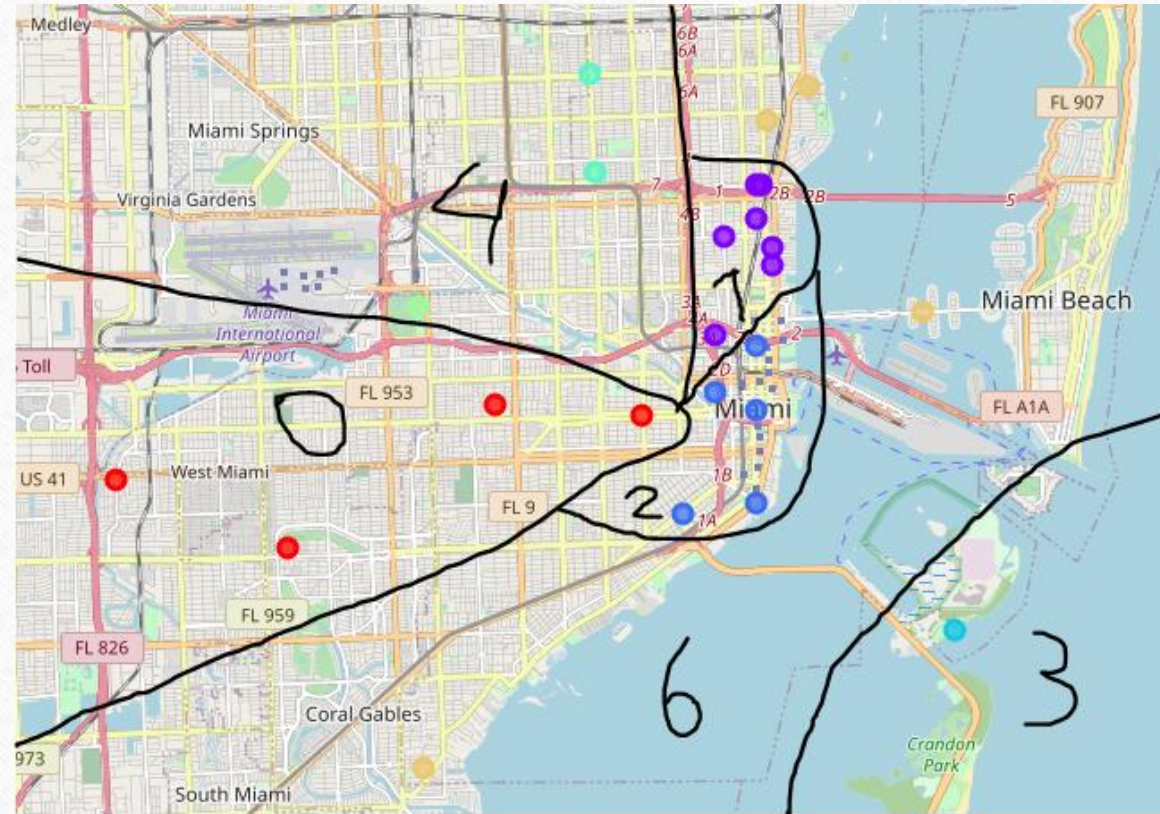
Total likes for Italian restaurants for the interesting boroughs

	Borough	Venue Likes
0	Brickell	184
1	Buena Vista	238
2	Design District	787
3	Downtown	127
4	Little Haiti	33
5	Lummus Park	91
6	The Roads	40
7	Upper Eastside	79

- Out of the 8 interesting boroughs, 4 have more than 100 total venue likes.
- Design District is the top borough, looking at venue likes

Grouping the boroughs on similar venues

- Cluster 1 is the biggest cluster, containing 7 boroughs.
- Cluster 3 is the smallest cluster, containing 1 borough.
- All other clusters contain between 3 and 5 boroughs.



Combining clusters with interesting boroughs and likes

- Cluster 1 has 2 interesting boroughs and has the most total venue likes, more than 1000.
- Cluster 2 has the most interesting boroughs with an amount of 4. The cluster has over 400 total venue likes.
- Cluster 6 has 2 interesting boroughs and has over 100 total venue likes.

	Cluster	Italian Restaurant	Venue Likes
0	0	0	0.0
1	1	2	1025.0
2	2	4	442.0
3	3	0	0.0
4	4	0	0.0
5	5	0	0.0
6	6	2	112.0

Conclusion and recommendation

- The borough Design District has Italian restaurants with the most total likes. This might be a good borough for a new restaurant. There might be a lot of competition.
- Choose a borough that we labeled as interesting. These are Brickell, Buena Vista, Design District, Downtown, Little Haiti, Lummus Park, The Roads and Upper Eastside.
- The boroughs in a cluster that also contains an interesting borough. You might fill a gap in customer needs. This applies to Arts & Entertainment District, Coconut Grove, Edgewater, Midtown, Overtown, Park West, Venetian Islands and Wynwood.
- Any of the other boroughs look like areas with little to no other Italian restaurants. Without competition your business might grow fast.