Capstone Project
The battle of Neighborhoods

Find the best place to open a restaurant in Milan

Introduction

▶ Milan continuously built-up urban area is the fourth largest in the EU with 5.27 million inhabitants

▶ Great competition to open a restaurant

▶ Help a possible stakeholder to understand better the town and the market with useful insights

Data Section

- Wikipedia page about Milan:

  https://it.wikipedia.org/wiki/Municipi_di_Milano

- List of neighborhoods:

  https://github.com/NicMil/Coursera_Capstone/blob/master/Milano_Municipi_NIL.csv

- Real Estate prices:

  https://www.immobiliare.it/mercato-immobiliare/lombardia/milano/

  https://www.mercato-immobiliare.info/lombardia/milano/milano.html

- Neighborhoods coordinates:

  https://dati.comune.milano.it/

Data Section

|	Id	Neighborhood	Borough	Population(31/12/2018) Borough	Average Price(€/sm)	Latitude	Longitude
0	48	Ronchetto Sul Naviglio - Q.Re Lodovico Il Moro	6	151 291	€ 2.563 /m²	45.438460	9.137260
1	64	Trenno	8	188 367	€ 2.350 /m²	45.492822	9.101675
2	67	Portello	8	188 367	€ 4.300 /m²	45.484490	9.153947
3	81	Bovisasca	9	187 773	€ 2.000 /m²	45.517433	9.156731
4	84	Parco Nord	9	187 773	€ 6.800 /m²	45.523514	9.184235

Methodology
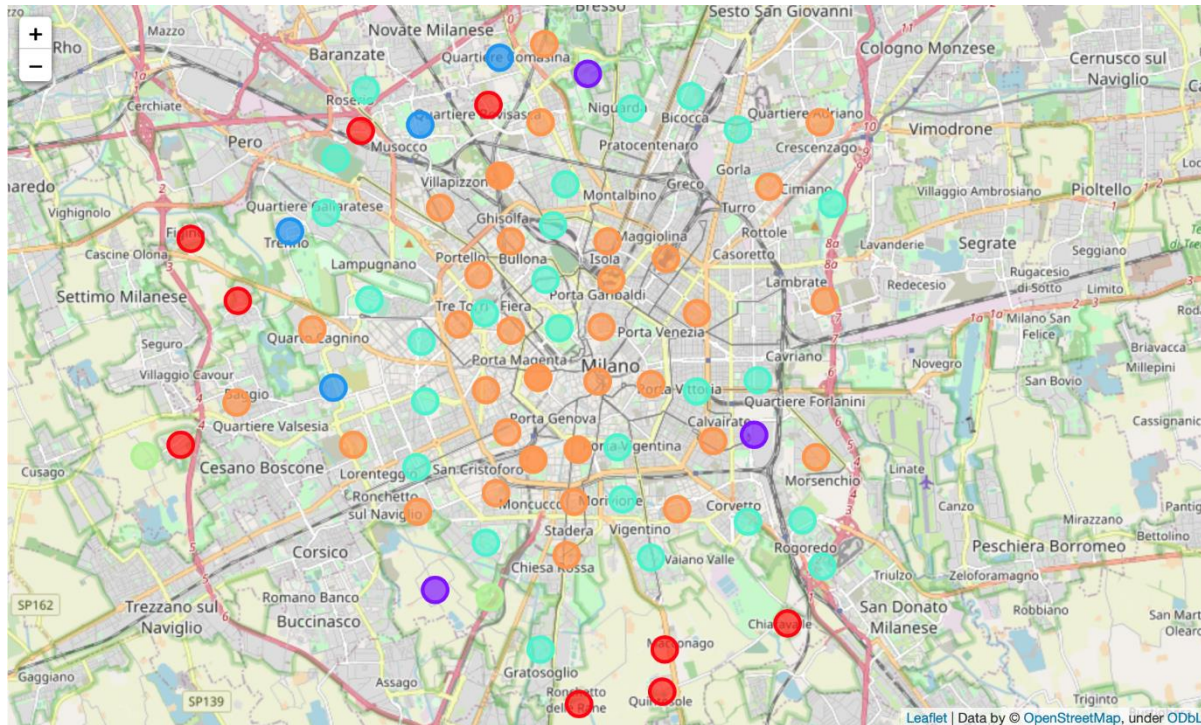
Folium map
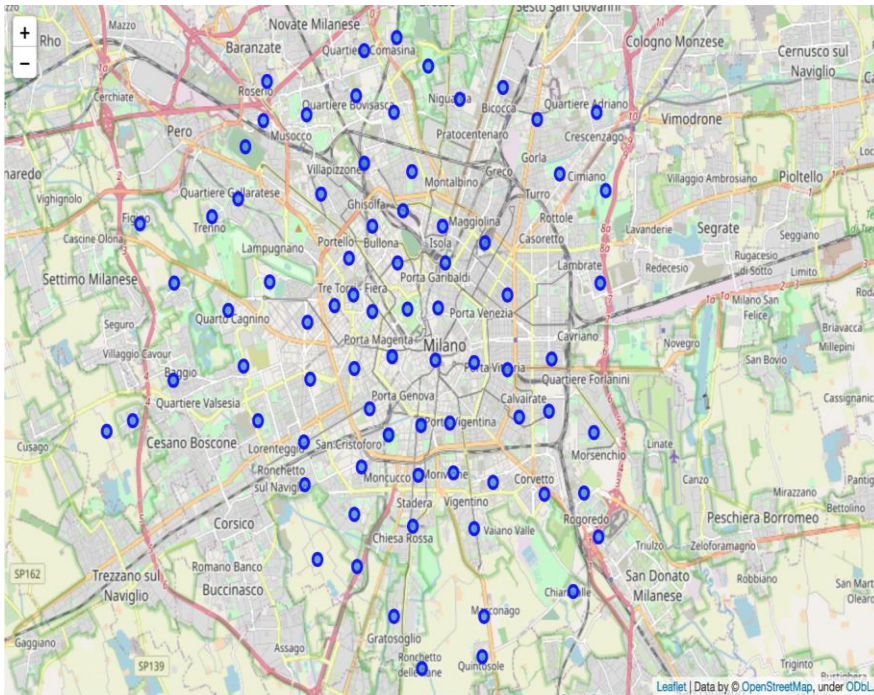
GeoJSON map
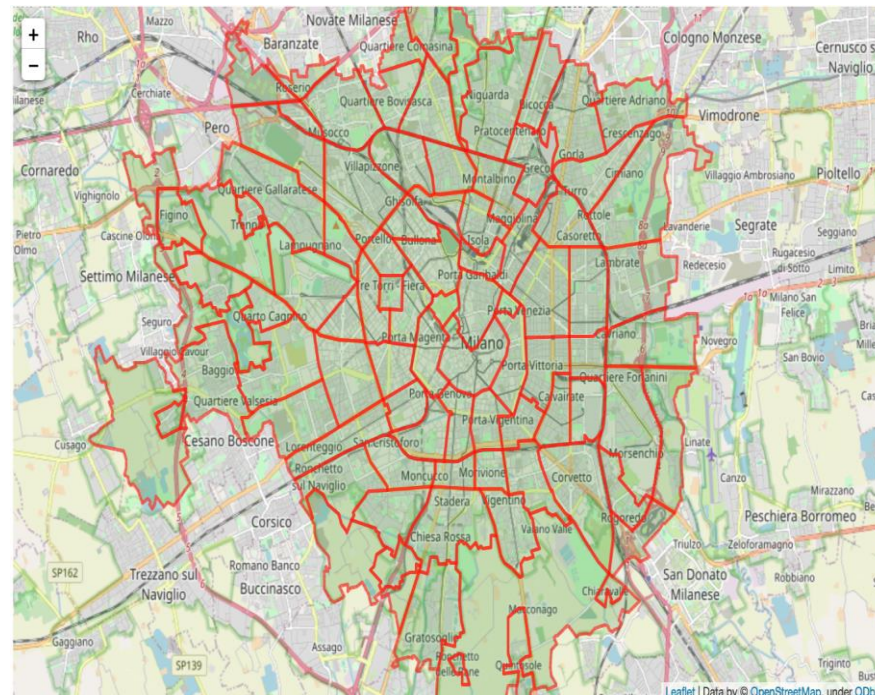
Methodology

▶ Milan restaurants:
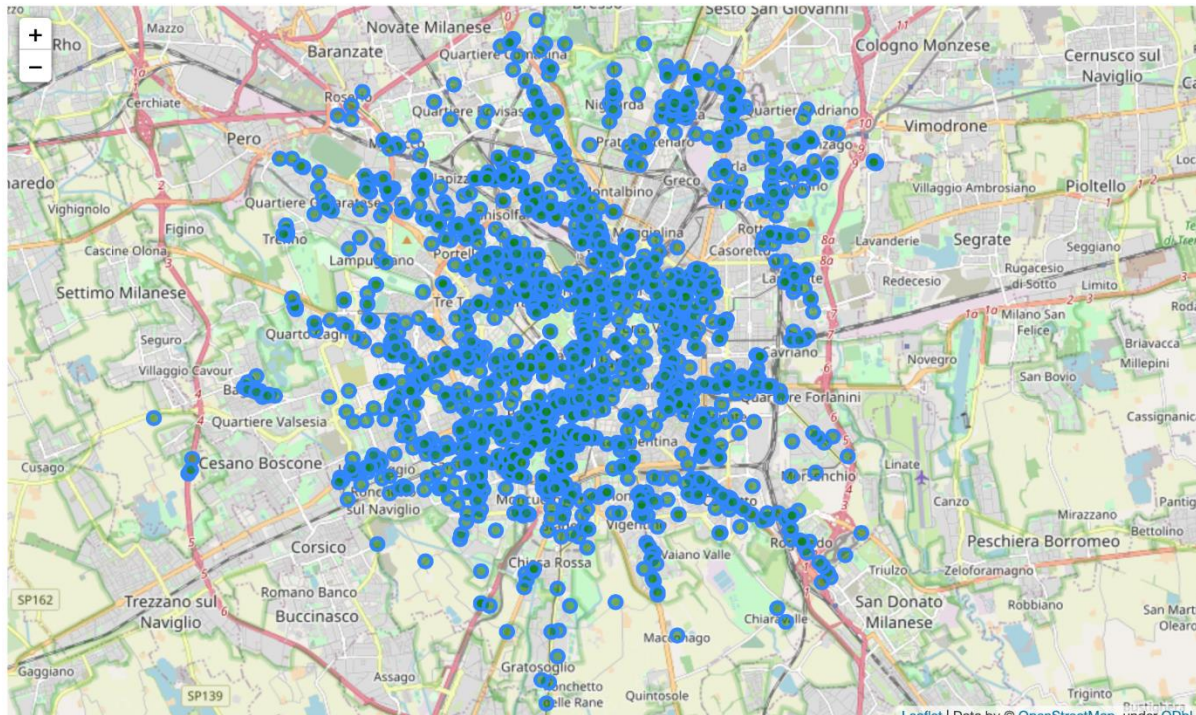
Methodology

▶ Clustering:

Conclusion

▶ The most common venues in Milan are Italian Restaurant and Pizza Place

▶ Cluster 3 (blue) and 5 (green) don't have an Italian Restaurant

▶ From the geographical representation of the clusters, Comasina and Quarto Oggiaro, seems a good place open an Italian Restaurant. Also the land price isn't too high

▶ If our stakeholder thinks that there are too much Italian Restaurant, It can also be suggested that Assiano (cluster 5) could be a great area to open a Vegan\Vegetarian restaurant because of low profile and land price

Next steps

- Use a different Venue API with more data. Unfortunately foursquare isn't pretty famous in Italy where most users prefer Google Maps or Facebook

- Find and use updated demographics data about Milan's Neighborhood

- Try a Neighborhood-Based Clustering