Opening new ethnic restaurant in Milan

Introduction

Milan is widely considered Italy's most international city with banking, industrial and design sectors that draw employees from around the world. The culinary scene reflects the city's flair for exotic flavors and tastes, indeed, Milan is home to a multitude of restaurants that hail from the Asia, the Middle East, South America.

In this project we will try to find an optimal location for an ethnic restaurant. We will analyze the distribution of restaurants and sorrounding businesses, in particular ratings and likes of potential competitors in the areas.

Data

Data sources

- Neighborhood data from Wikipedia: https://en.wikipedia.org/wiki/Category:Districts_of_Milan
- Geographical coordinates of neighborhoods from python geocoder library
- Venues of given neighborhoods from **Foursquare API venues explore**
- Ranks and likes of restaurants from **Foursquare API venues method**

Data usage

We will use neighborhood location values to analyze Milan geographical structure. We will use folium library of python to draw maps by using given latitude and longitudes of neighborhoods. We will also classify neighborhoods by using venues distribution and counts in order to find similarities of neighborhoods, indeed similar structured neighborhoods may handle same type of venue. Ratings and likes of restaurants will help us to find areas with less competition.