



New restaurant in Milan

Analysis performed by Paolo
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Introduction

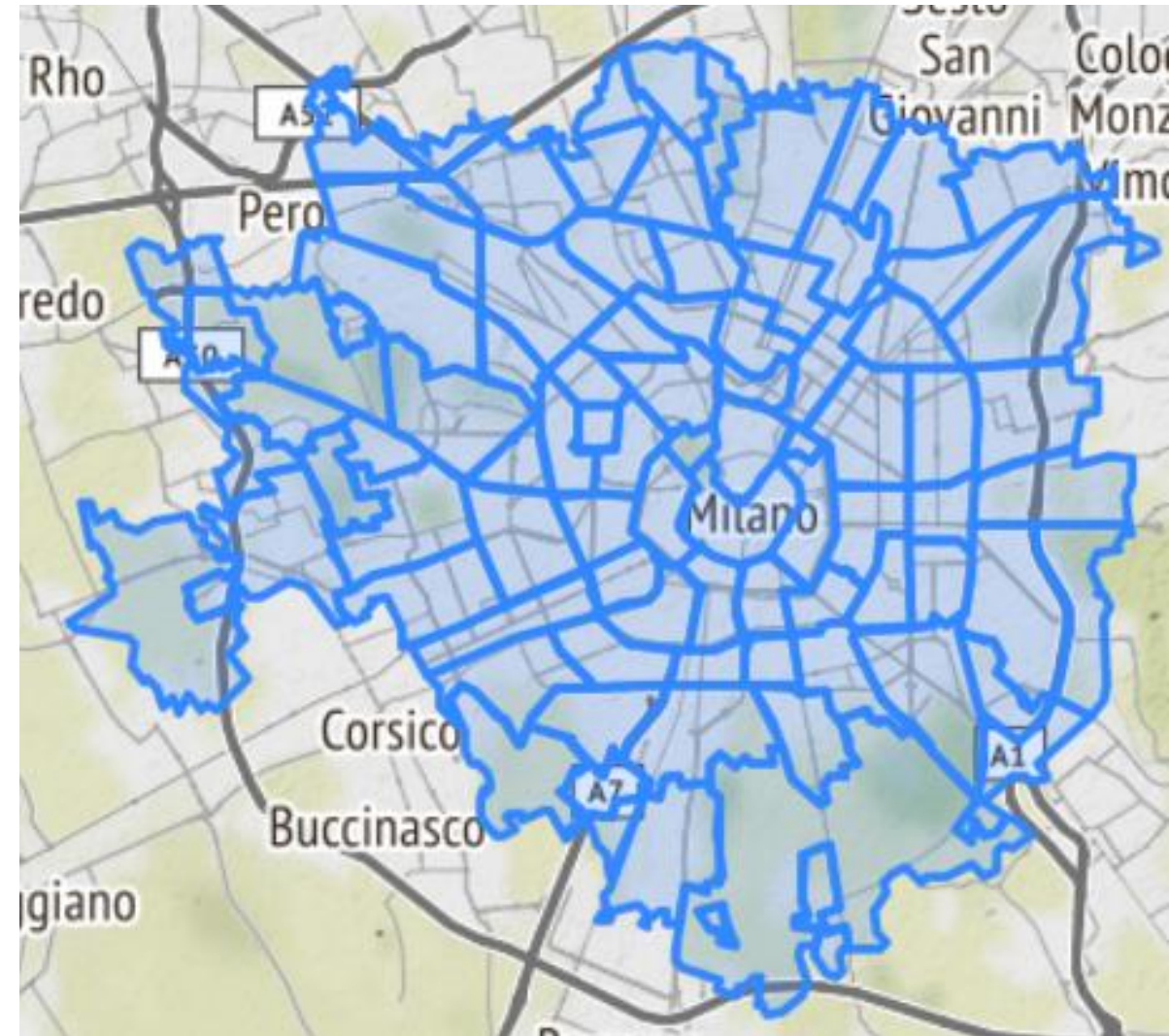
My audience is an American restaurant chain that decided to open a new restaurant in Milan.

The stakeholders want to know in which neighborhoods is better to open a new restaurant



Neighborhood

- They want:
 - Touristic neighborhood
 - Neighborhood with a lot of restaurant and pub



Data

- Foursquare



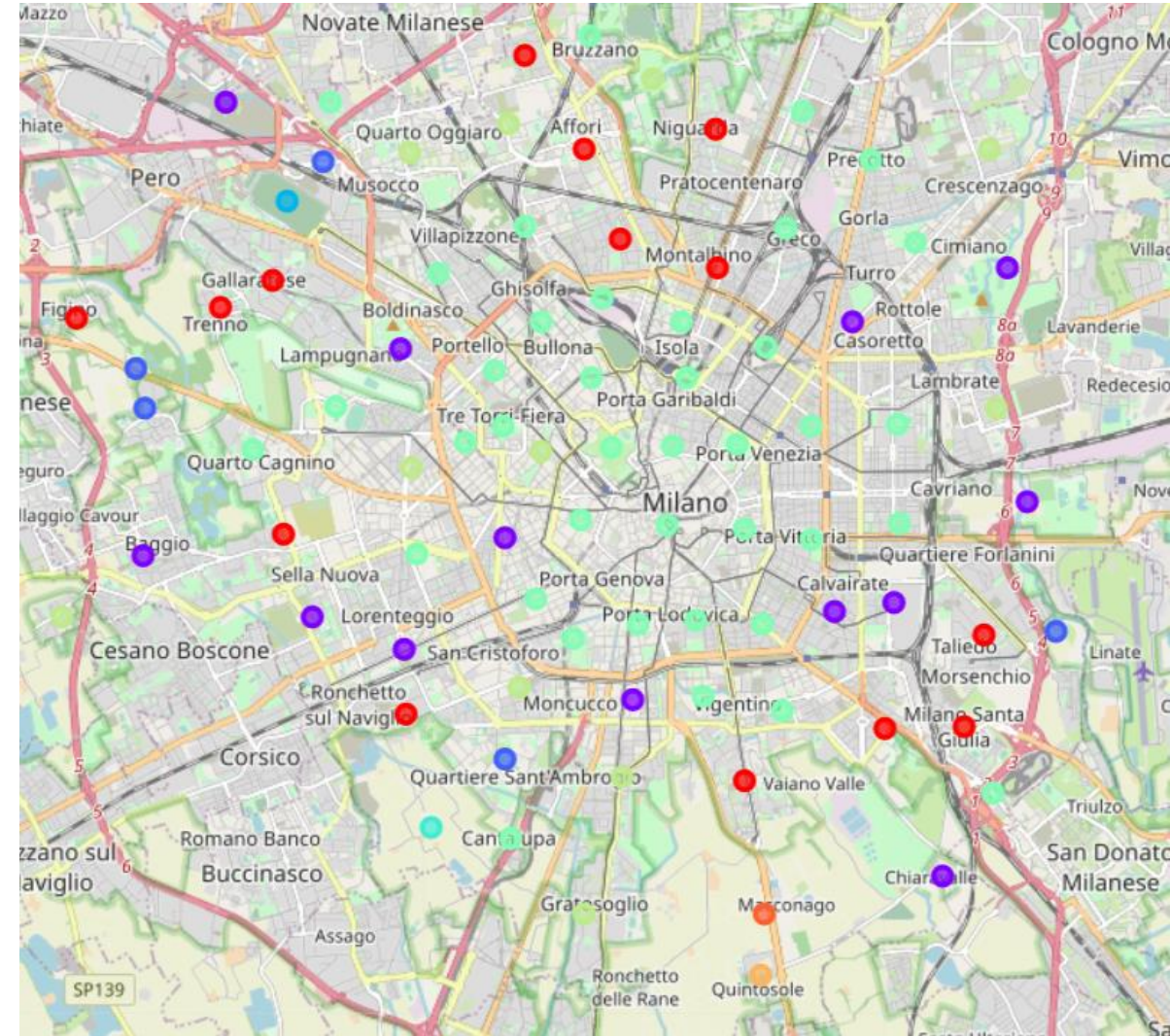
- Database of the municipality of Milan



Clustering

We use the K-Means algorithm.

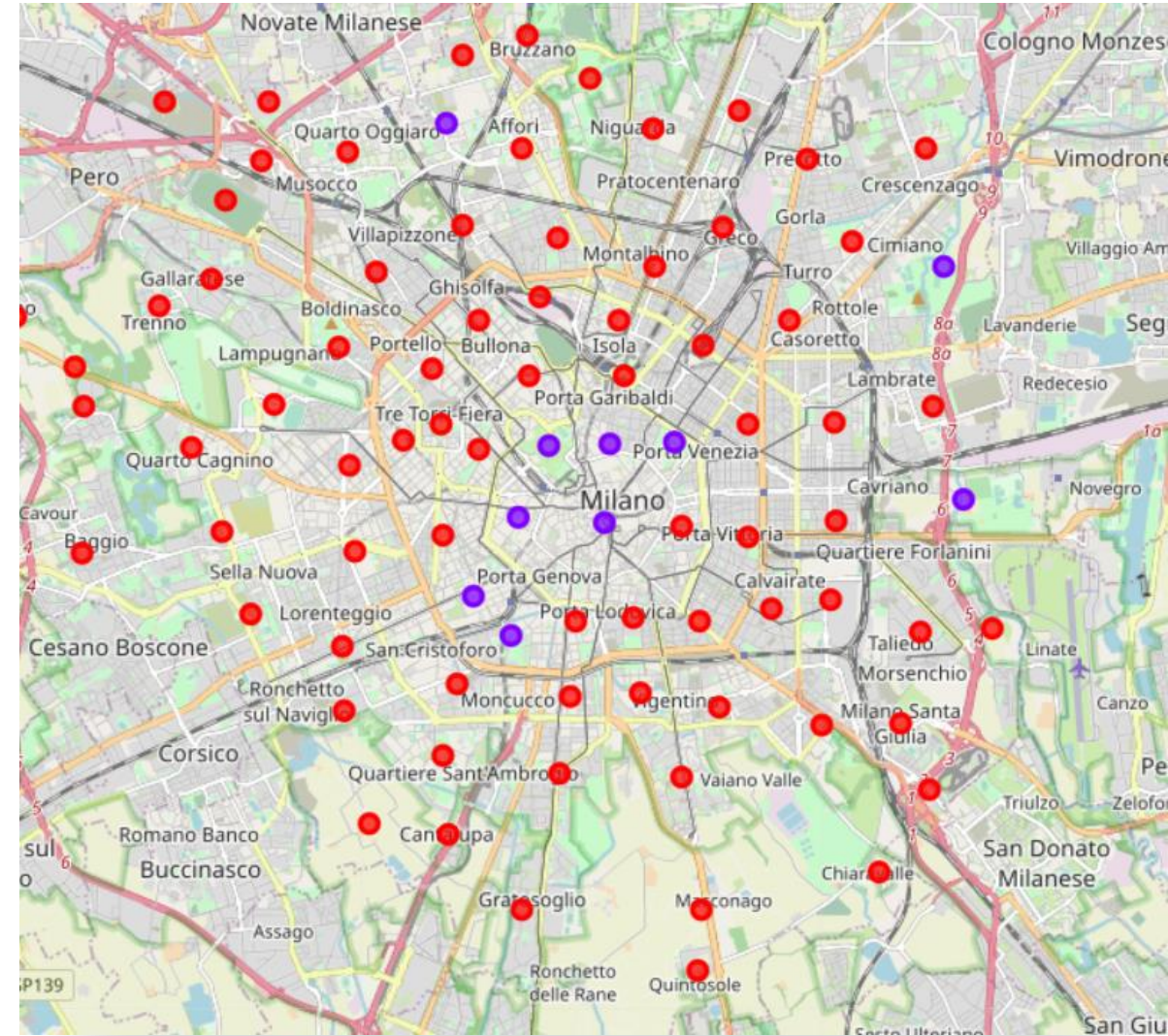
We get 9 cluster and we choose to use the 5th.



Is touristic

We sum up all the categories with some key words on the name: art, monument and museum.

We do another K-Means to find out which neighborhoods are touristic.



Results

At the end we select the neighborhoods in the cluster 5. We will select also the touristic neighborhoods.

Neighborhood	Tourist	Neigh_Id	Neig_Lat	Neig_long	Cluster Labels	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Most Common Venue	7th Most Common Venue
BRERA	0.072165	2	45.474252	9.188157	5	Italian Restaurant	Ice Cream Shop	Japanese Restaurant	Hotel	Wine Bar	Pizza Place	Café
DUOMO	0.154930	1	45.463707	9.186948	5	Hotel	Italian Restaurant	Plaza	Monument / Landmark	Ice Cream Shop	Boutique	Coffee Shop
GIARDINI P.TA VENEZIA	0.092784	3	45.474564	9.200231	5	Italian Restaurant	Hotel	Café	Gay Bar	Sushi Restaurant	Cocktail Bar	Art Gallery
MAGENTA - S. VITTORE	0.088235	7	45.464560	9.170394	5	Italian Restaurant	Café	Plaza	Sandwich Place	Ice Cream Shop	Hotel	Historic Site
PARCO SEMPIONE	0.076923	8	45.474131	9.176251	5	Cocktail Bar	Lounge	Wine Bar	Café	Pizza Place	Italian Restaurant	Pub
PORTA GENOVA	0.162791	50	45.453967	9.161885	5	Italian Restaurant	Art Gallery	Boutique	Café	Pizza Place	Hotel	Performing Arts Venue
PORTA TICINESE - CONCHETTA	0.066667	44	45.448517	9.169242	5	Italian Restaurant	Cocktail Bar	Café	Bar	Art Gallery	Tram Station	Gym