

## Problem and background

Live music will soon make its comeback after almost two years on a hold due to the Covid-19 pandemic. In preparation for this pause to end, and with expectations of a spike in the demand for this kind of entertainment, having an overview of the current state of the music venues in a lively city such as São Paulo can be insightful for all the professionals who work in the live music business:

- **Investors** who want to profit from the rebound of live music may find opportunities for starting up new venues or investing in current ones;
- **Music venues** that are about to reopen to the public can develop strategies to stand out from the competitors in a moment where all venues will be fighting for the audience's attention;
- **Booking agents and managers** can have a broader overview of all the venues where they can book their artists;
- **Music events companies** can spot the most appropriate venues for their events to take place.

That is why for this project I will be making a cluster analysis of all the music venues in São Paulo.