

A NEW INDIAN TASTE OFFER IN MADRID

Madrid is a big economic city, but also one of main tourism destination in Spain, a tourist country. In this context, our client wants to open a restaurant. Since he just came from travelling India and there are not many Indian restaurants in Madrid and they tend to be concentrated in some areas, he wants to explore the possibility of opening an Indian restaurant in an area with no Indian restaurants or as few as possible.

The Business Problems

1.- Build an Indian eating option that is diverse from traditional. Such is a business model issue for which our client has hired a professional.

2.- Determine the place where this new offer will be placed. For that we have been hired. We need to determine other Indian offers in the area, but also sources of clientele, should it be local (by being near universities, offices, etc) or foreign (by being near tourist attractions).

Preparing for our duty: business problem 2

Before the analysis, we will retrieve the following data:

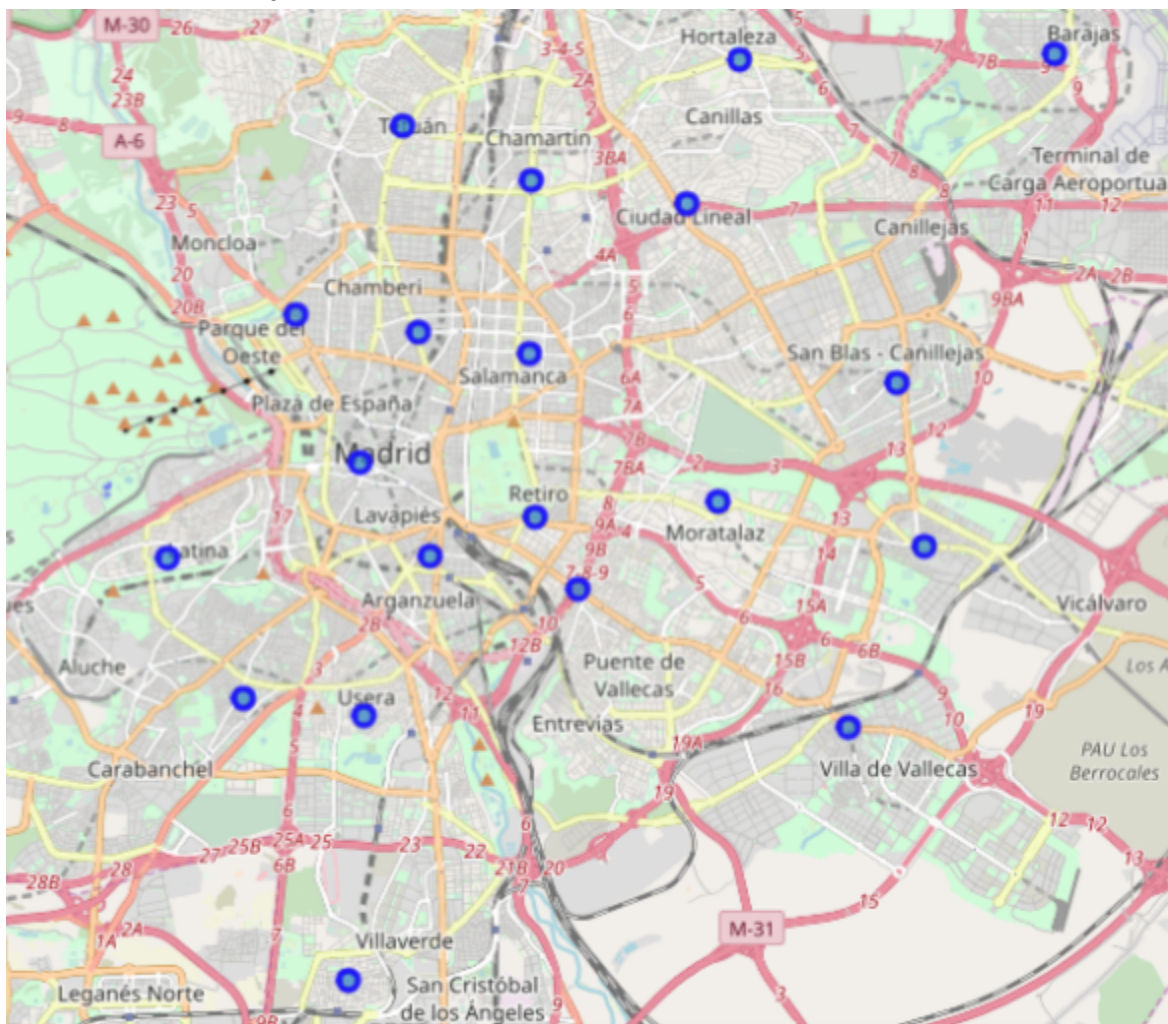
- a) Madrid's coordinates
- b) Madrid's geographical organization, called districts
- c) Madrid's venues usually visited by locals:
 - Universities in each district
 - Offices in each district
- d) Madrid's venues usually visited by foreigners: tourist venues in each district
- e) Indian restaurants in each district

Madrid's distribution: Districts

Districts	Latitude	Longitude
Centro	40.415278	-3.707500
Arganzuela	40.402778	-3.695278
Retiro	40.408056	-3.676667
Salamanca	40.430000	-3.677778
Chamartin	40.453333	-3.677500
Tetuan	40.460556	-3.700000
Chamberi	40.432778	-3.697222
Fuencarral	40.478611	-3.709722
Moncloa	40.435278	-3.718889
Latina	40.402500	-3.741389

Carabanchel	40.383611	-3.728056
Usera	40.381389	-3.706944
Puente Vallecas	40.398333	-3.669167
Moratalaz	40.410000	-3.644444
Ciudad Lineal	40.450000	-3.650000
Hortaleza	40.469444	-3.640556
Villaverde	40.345833	-3.709444
Villa de Vallecas	40.379722	-3.621389
Vicalvaro	40.404167	-3.608056
San Blas	40.426111	-3.612778
Barajas	40.470278	-3.585000

Madrid's Districts Map



AT THIS POINT I GOT THE KEY ERROR: 'GROUPS'. SO I COULD NOT KEEP CODING. PLEASE REFER TO THE REPORT FOR MORE INFO