

# Where to open a bakery in São Paulo, Brazil?

IBM Capstone Project

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## 1. INTRODUCTION:

Location is the key factor when opening a venue. The pandemic caused by covid-19 caused the population to move less and to use places near their homes such bakeries and drugstores. Despite the lockdown and virus consequences, it is possible to find opportunities in the middle of the pandemic and one of them is to open the right bussines in the right neighborhood.

The objective of this project for Capstone is to analyse and select the best locations in São Paulo neighborhoods to open a new bakery. Having data Science tools and machine learning algorithms such as k-means and clustering, the goal of this project is to answer the question: Where to open a bakery in São Paulo, Brazil?

## 2. DATA:

To answer the question, the following data is needed:

- List of neighborhoods in São Paulo, Brazil.
- Latitude and longitude coordinates of the neighborhoods.
- Venue data related to bakeries in São Paulo neighborhoods.