

# The Battle of the Neighborhoods - Madrid

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Applied Data Science Capstone - December 2020



# Problem Description

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- The target of the project is to assess an investor to decide where would be the best location to place a hairdressing saloon.
- The objective is to cluster the neighborhoods based on the ratio saloons/population to support the decision.





# Data

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- The information needed about districts, neighborhoods and population can be found in the website: "<https://datos.madrid.es/portal/site/egob>"
- An Excel sheet can be downloaded named "Panel de Indicadores". It contains population density. Two CSVs can be also downloaded from the same web with District and Neighborhood codes
- The neighborhood coordinates will be extracted from the geocoder library
- Finally data about venues will be extracted from Foursquare API





