

The background is a blurred photograph of a busy street scene, possibly a market or a city center, with many people walking. A semi-transparent red overlay covers the entire image. On the left and right sides, there are decorative geometric patterns made of overlapping triangles in shades of yellow, orange, and red. The main text is centered on the left side.

Where to open fast food place?

Capsone Proyect

EXECUTIVE SUMMARY

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Introduction

In this case, it will be developed to understand the distributions of different businesses and to foresee the impact of locating a fast food place in a commercially active area with little presence of this service in differences zones in Bogota Colombia

Market analysis is a compilation of data on customers, competitors, and the market in which we want to develop, in general, which will serve for its subsequent study. From the analysis of these data, other information is obtained such as market trends, the positioning of the company, the product, among others.



Panorama evaluation

Data from Raddar emphasize that what consumers are most looking for are fast foods, which in the country represent 15% of the total market, with hamburgers taking the biggest slice, with 32%. To the list are added chicken, with 26% of preferences, pizza, with 10% and grills, with 6%, typical 3%, sandwiches 2%

The choice of menu for those who eat lunch in any establishment is concentrated in the **fast food sector**, showing that 53% of Colombians prefer this.



Data source

On the following web page is the list of postal codes in Bogota Colombia

<https://worldpostalcode.com/colombia/bogota/d-c>

Discrimination by zones is made from the postal codes

D.c. Post Codes: Colombia

Codes List

Abraham Lincoln	110621	Acacias Usaquen	110121	Acevedo Tejada	111321
Aeropuerto El Dorado	110911	Aguas Claras	110411	Alamos	111041
Alaska	110521	Alcala	111621	Alcazares	111221
Alcazares Norte	111211	Alfonso Lopez	111311	Almirante Colon	111121
Alqueria	111621	Alqueria La Fragua	110841	Alqueria La Fragua Norte	110841
Altamira	110431	Alto Del Cabra	111981	Altos De Chozica	111121
Altos De Suba	111156	Altos Del Poblado	110431	Altos Del Zipa	110431
Altos Del Zuque	110431	Andalucia li	110741	Andes Norte	111121
Antiguo Country	110221	Antonia Santos	110731	Antonio Jose De Sucre	110541
Arabia	111961	Arboleda Sur	111831	Arborizadora Alta	111941
Arborizadora Baja	111911	Area Artilleria	110621	Area En Conflicto	112021

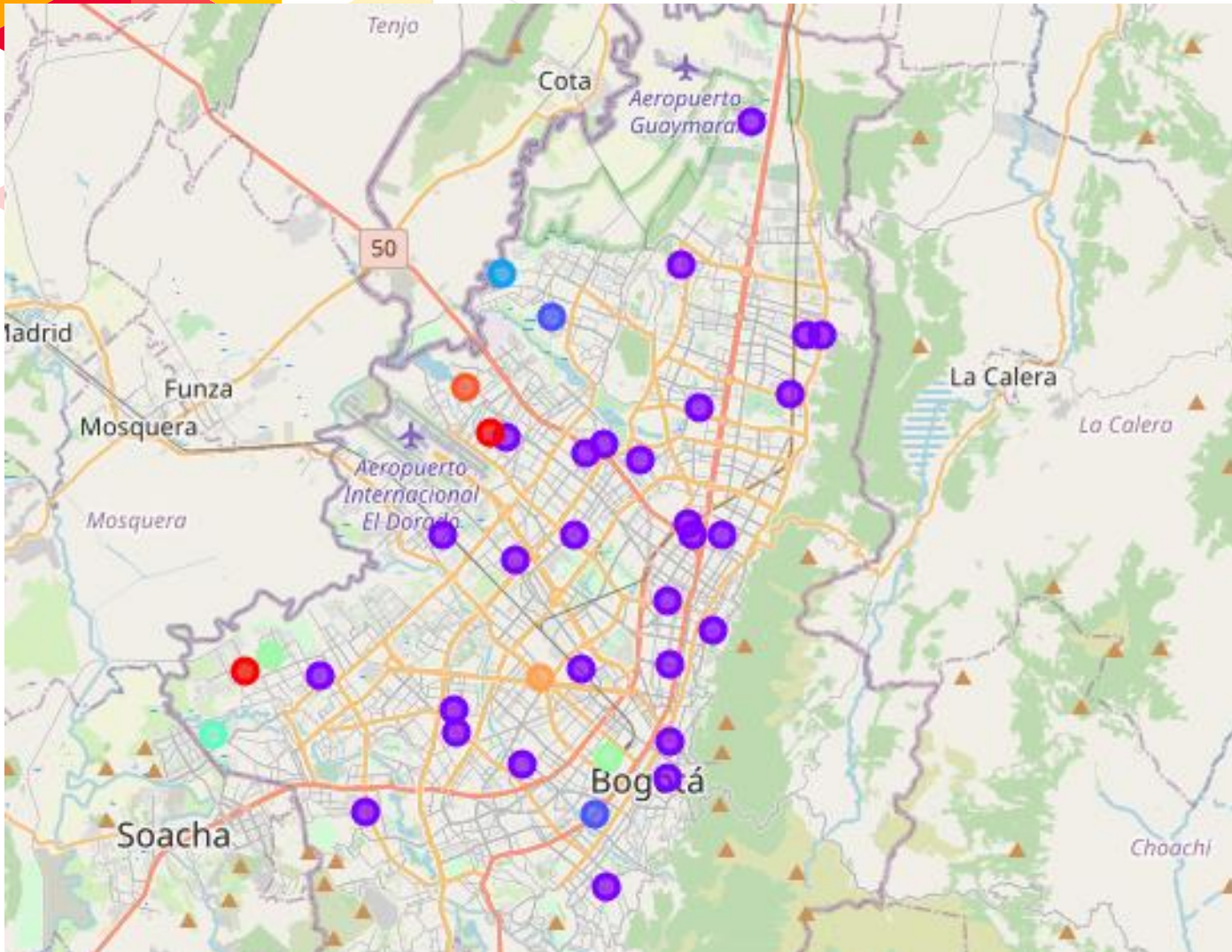




	Neighborhood	Neighborhood Latitude	Neighborhood Longitude	Venue	Venue Latitude	Venue Longitude	Venue Category
0	Acacias Usaquen, Bella Suiza, Bosque De Pinos ...	4.714588	-74.033309	Tropa Bogota	4.713327	-74.033333	Gym / Fitness Center
1	Acacias Usaquen, Bella Suiza, Bosque De Pinos ...	4.714588	-74.033309	Surtifruber	4.715222	-74.032286	Health Food Store
2	Acacias Usaquen, Bella Suiza, Bosque De Pinos ...	4.714588	-74.033309	Parque Lisboa	4.713853	-74.032753	Basketball Court
3	Acacias Usaquen, Bella Suiza, Bosque De Pinos ...	4.714588	-74.033309	Café Oma Éxito Country	4.712767	-74.034266	Café
4	Acacias Usaquen, Bella Suiza, Bosque De Pinos ...	4.714588	-74.033309	Salida #Allianz15K	4.714462	-74.033004	Athletics & Sports

The sites were obtained considering the distribution by postal code and using geolocation to obtain these samples.

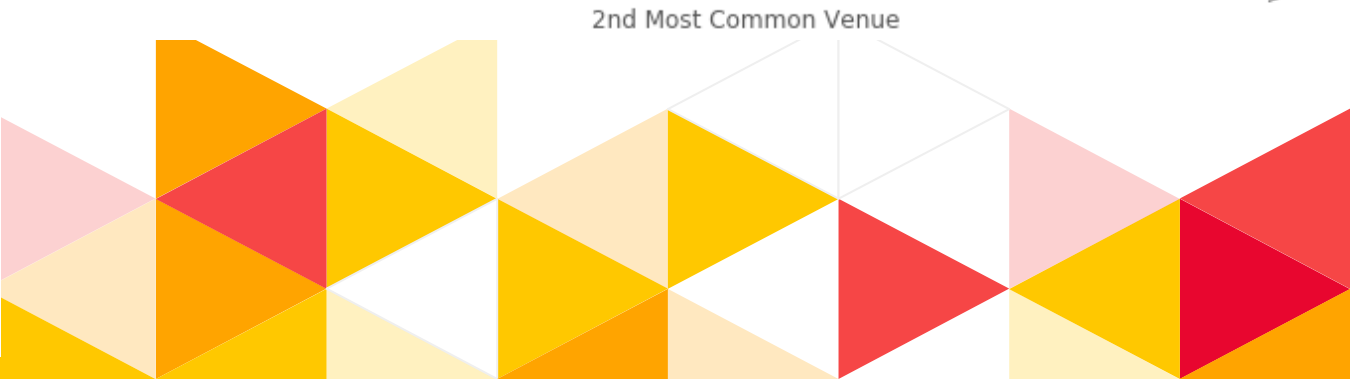
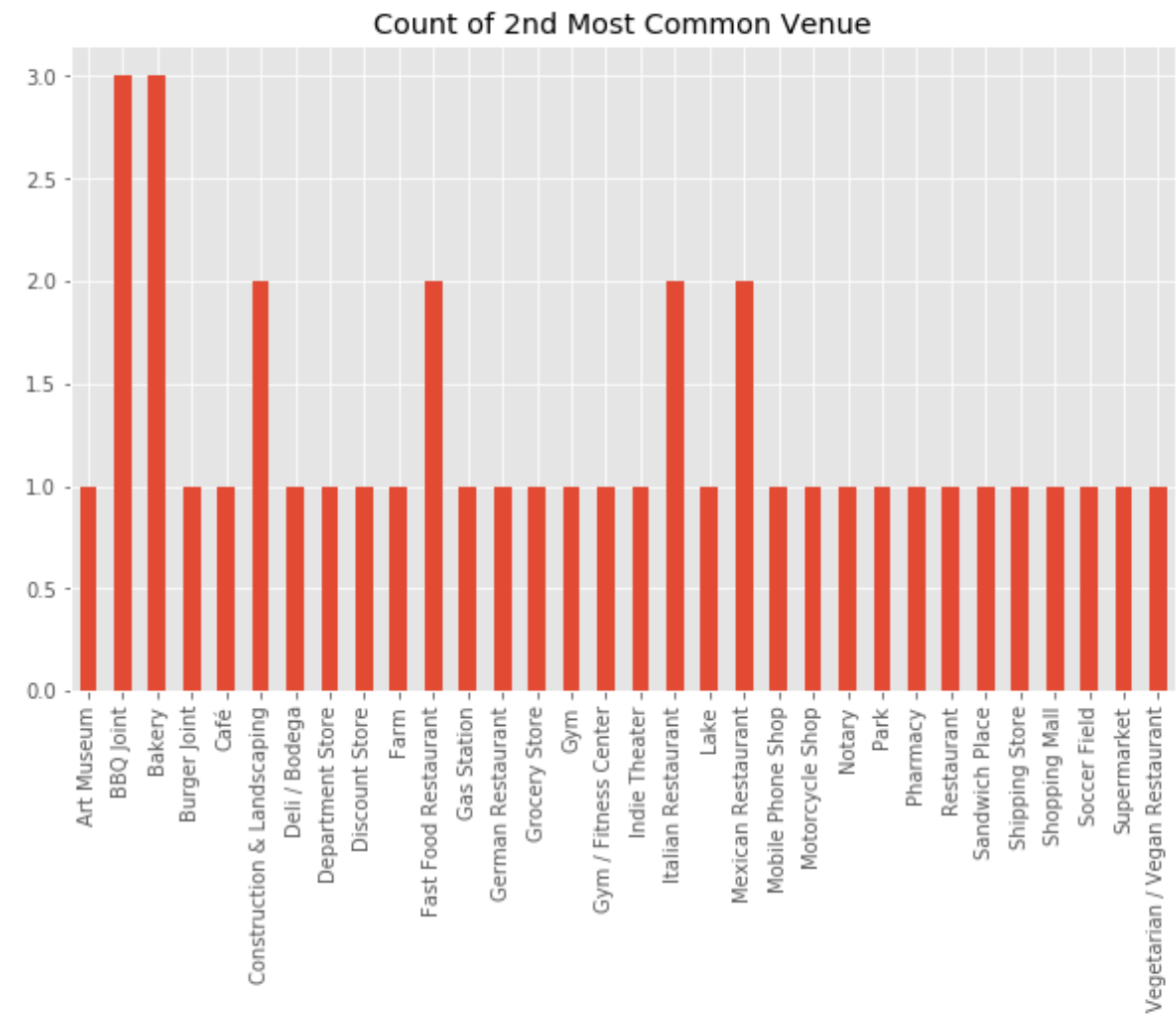
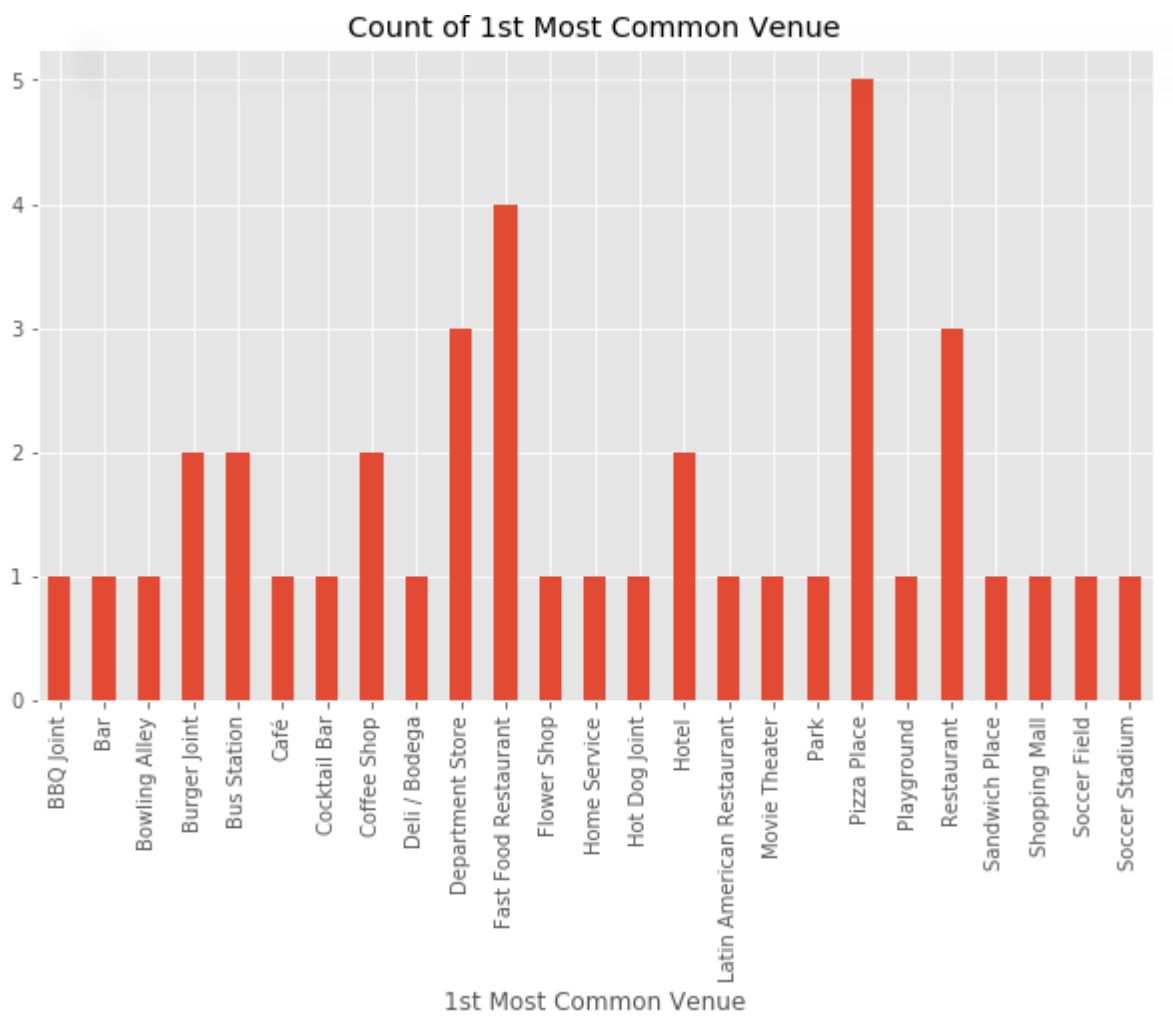
Geographical trending distributions



Among the analyzed areas a predilection to a cluster is observed, **in total the training was carried out with 10 clusters**, most of them do not exceed 3 zones in each one.

Geographical trending distributions

As can be seen in the graphs, the most common places are part of the food sector.



Conclusions

The two most optional sectors to place a restaurant or fast food place are part of the following clusters, considering their relatively central position and with a lower presence of businesses of this type

Neighborhood	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue
Barcelona, Batallon Caldas, Centro Industrial,...	Soccer Stadium	Soccer Field	Clothing Store	Electronics Store

Neighborhood	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue
Betania, Brasil, Brasilia, Canaveralajo, Canav...	Movie Theater	Shopping Mall	Yoga Studio	Flea Market
Colseguros, Eduardo Santos	Shopping Mall	Mobile Phone Shop	Department Store	Clothing Store



A background image showing a handshake between two people, overlaid with a semi-transparent red filter. The image is decorated with a pattern of overlapping triangles in shades of yellow, orange, and pink. Some triangles are solid, while others are outlined in white. The text "Thanks ..." is written in a white, italicized font on the left side.

Thanks ...