



Opening a Bar in Lisbon

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Intro

- ▶ Lisbon, Portugal, is popular for tourism and immigration.
- ▶ This project helps investors to compare nightlife friendly places in Lisbon.
- ▶ The audience of this project are investors who are interested in opening a pre-drinking bar in Lisbon



Goals of the project

- ▶ Explore districts in Lisbon and compare them by nightlife venues (Bars, nightclubs, cafés)
- ▶ Offer stakeholders an overview of Lisbon nightlife in the different districts.
- ▶ Find the best nightlife areas in Lisbon.

Data

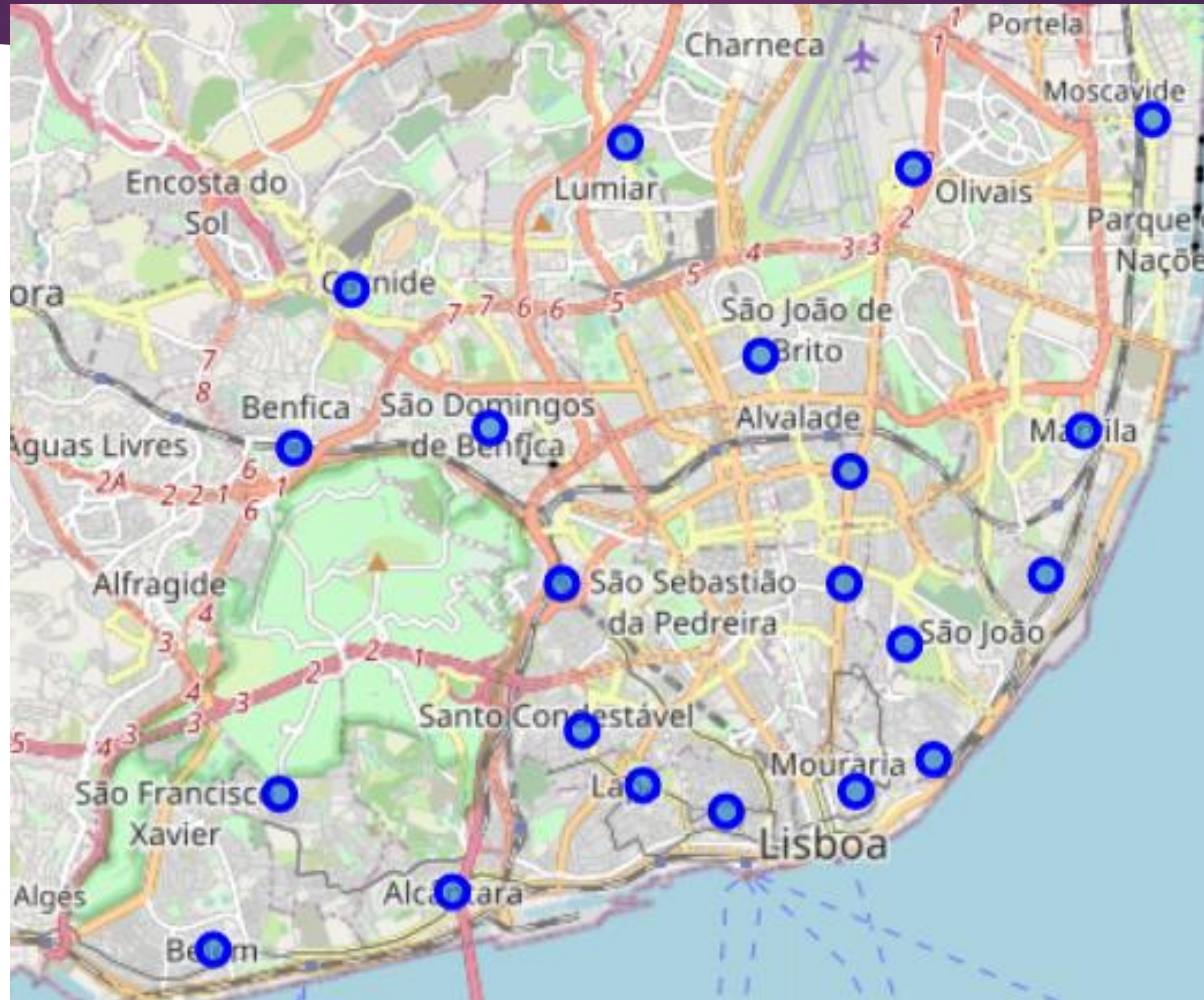
The data needed to solve this problem is:

- ▶ List of neighborhoods in Lisbon. We get the list on https://en.wikipedia.org/wiki/Category:Parishes_of_Lisbon and create our neighborhoods data frame.
- ▶ Coordinates of the neighborhoods. These are obtained with geopy library based on district names and added to the data frame.
- ▶ Information about the nightlife spots in the different neighborhoods. The Foursquare API is used to collect this information.

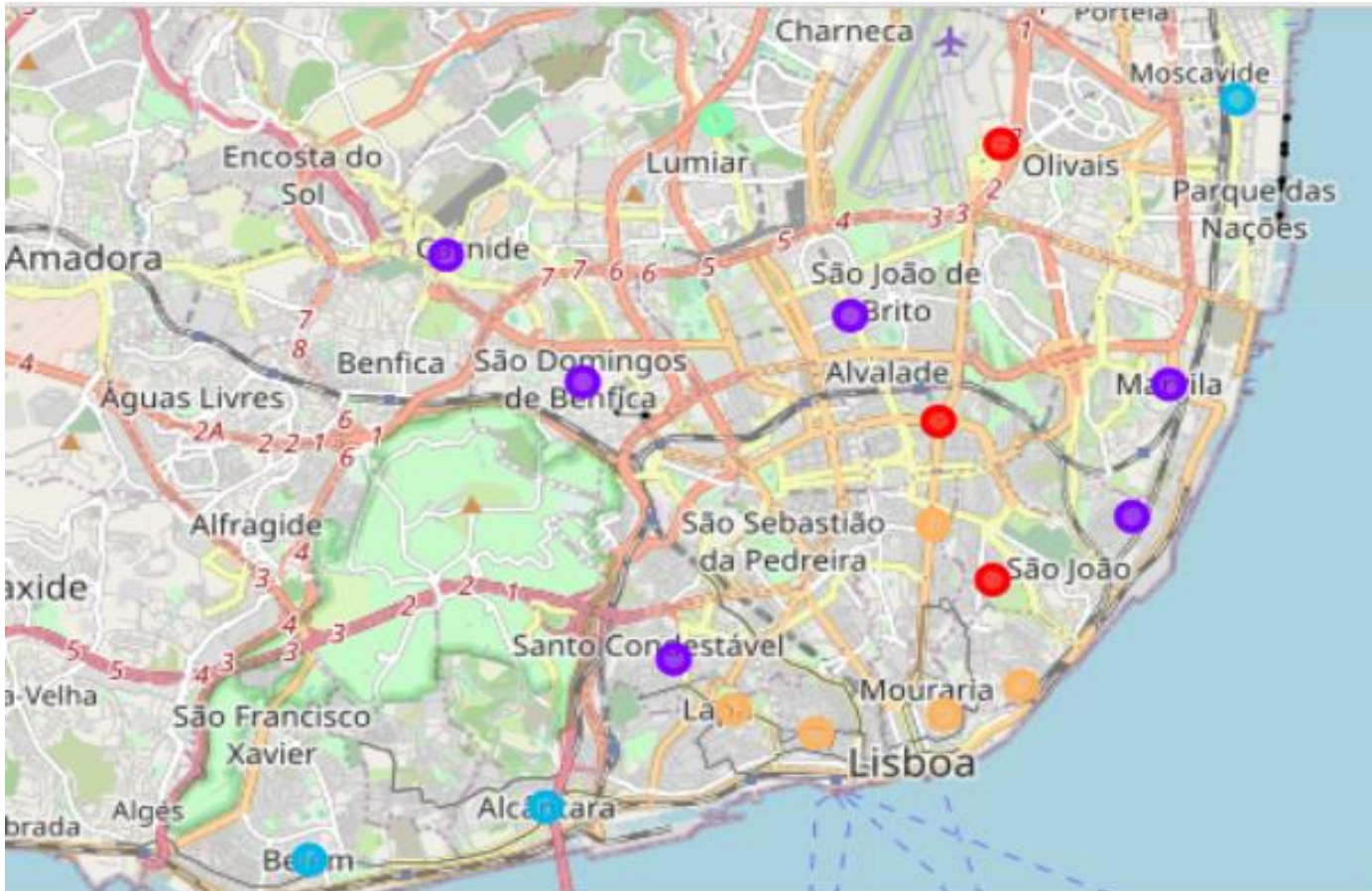
Overview

- ▶ 23 districts
- ▶ 30 unique categories in nightlife venues
- ▶ Most popular venues are:
 - ▶ Bars
 - ▶ Cafés
 - ▶ Nightclubs

Districts



Clustering (K-means)



Cluster 0: In these districts we will mostly find nightclubs and different kinds of bars. This would be a good location to open a bar

Cluster 1: In these districts we find mostly bars, tea rooms and breweries. These are places with bars already but no nightclubs so not the best place to open a bar.

Cluster 2: This district has a karaoke bar and some bars and breweries. Not the best place to open a bar

Cluster 3: These districts have bars and some nightclubs and cafés. These would be good locations to open a bar too.

Cluster 4: These districts have lounges, hotel bars and pubs. Not the best place to open a bar since it has to nightclubs

Conclusion

- ▶ There's no perfect cluster or district, it depends on the person interests.
- ▶ Clusters differ by prevailing nightlife venue type.
- ▶ Only two clusters are good for opening the pre-drinking bar.
- ▶ The project can be used as part of a bigger study on Lisbon districts to find nightlife spots districts for other purposes, not just pre-drinking bars.