

# The battle of the Neighbourhoods

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## Introduction and commercial problem

The city of Bogotá, the capital district of Colombia. It is the center of business, economy and financial capital of Colombia. It is multicultural. It provides many business opportunities and a favorable business environment. It has attracted many players from different markets. It is a global center of business and commerce. The city is an important center of banking and finance, retail, world trade. This also means that the market is highly competitive. The cost of doing business is also one of the highest. Therefore, any new company or commercial expansion must be analyzed. The knowledge derived from the analysis will provide a good understanding of the business environment that will help to apply strategically to the market. This will help in risk reduction. And the return on investment will be reasonable.

## Description of the problem

A restaurant is a business that prepares and serves food and drinks to customers in exchange for money, whether paid before the meal, after the meal or with an open account. The city of Bogotá is famous for its excellent cuisine. Its food culture includes a variety of international and national cuisines influenced by the city's immigrant history. Eastern immigrants, Italians, people from the Caribbean, Pacific and eastern plains of the country which have their own typical dishes and recipes.

It is famous not only for pizzerias, cafes, but also for the excellent restaurants with stars such as Xagal, La Martina, Andrés Carne de Res. The city is home to "almost a thousand of the best and most diverse haute cuisine restaurants in the world", according to newspaper "El Espectador." Therefore, it is clear that to survive in such a competitive market it is very important strategically strategic. It is necessary to study several factors to decide the location, stories such as:

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- Bogota population
- Demography of the city of Bogotá
- How is the business center of Bogotá demographically constituted?
- Are there places like convention centers, offices, business centers?
- Who are the competitors in that location?
- City segmentation
- Untapped markets Saturated Markets, etc.

The Crepes and Waffles restaurant company. He has decided to open a new store to expand his market in the places of greater affluence of people of the executive or business environment, therefore, he needs to choose the correct location to install his new franchise, if he is successful, they can replicate the same in other situations . For this reason, he has decided to invest in a technological solution that will allow him to know the best location of his next restaurant.

## Methodology

The Methodology area will portray the fundamental parts of our investigation and predication framework. The Methodology segment includes four phases:>

1. Collecting Inspection Data
2. Exploring and Understanding Data
3. Data preparation and pre-processing
4. Analysis Data
5. Description of the best option

## Collecting Inspection Data

The capital district of Bogotá has 19 locations. To separate the locations and explore them, we will essentially need a set of data that contains the 19 locations that exist in the district, as well as the latitude and longitude coordinates of each neighbourhood. This set of data exists for free on the web.

The link to the data set is [https://es.wikipedia.org/wiki/Anexo:Bogot%C3%A1\\_Localities](https://es.wikipedia.org/wiki/Anexo:Bogot%C3%A1_Localities)

## Observations

If you have more information on the preferences of dishes of potential customers, referential information of the places where it usually, machine learning could be used as a method to further improve the decision for the company to decide the location of its new restaurant, on the other hand, it can be seen that there is not a single option, therefore the company is suggested to open more of a room, taking into account the information provided by the analysis

## Conclusion

The stakeholder's problem is resolved. Stakeholder wants to find the best place to build a new restaurant in Bogota, and the factors of "best location" is based on the number of near restaurants, business centers, Convention Center, office category around the location. Stakeholder also provide his favourite list of place to work to further explain what the "best location" is. Content-based filtering ponderation technique is the most suitable method to resolve the problem. It combines stakeholder's preference in the city and profile to make the recommendation result.