

Doing Business in Brazil

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1. Introduction

1.1. Background

A major part of the economy of Brazil consists of family businesses, an important factor to keep in mind while doing business in Brazil.

Brazilians do not come straight to business, first they want to know you personally and check you out. It helps a lot when you are being introduced by a mutual acquaintance or someone respected by your Brazilian counterpart.

Lots of small talk is part of the entire process of closing a deal in Brazil, so train yourself in first showing personal interest in your Brazilian business contacts. Do not become too personal though and avoid the economy and politics; food, travel, arts, literature, family life and soccer are rather safe topics.

Go have lunch with reliable professionals, talk about soccer and family and ask innocent questions. Lobby a lot, in Brasil good friends and acquaintances are more important than in Europe and North America.

1.2. Problem

Data that might contribute to determining what Brazilians like the most to go out for fun and meet new people.

1.3. Interest

People who want to do business in Brazil and create a schedule that includes lunch and happy hours activities.

2. Data acquisition and Cleaning

2.1. Data source

Explore the cities that contribute most to the Brazilian GDP as described in a Wikipedia page ('https://pt.wikipedia.org/wiki/Lista_de_munic%C3%ADpios_do_Brasil_por_PIB').

Scrape the Wikipedia page and wrangle the data of 5.570 cities in Brazil classified by GDP in descending mode..

1.1. Data cleaning

Clean the data selecting City and State and limiting the analysis to Top 50 contributors to the Brazil GDP.

Use geopy library to get the latitude and longitude values of Cities.

3. Exploratory Data Analysis

Get the top 100 venues for each city from Foursquare and find out how many unique categories can be curated from all the returned venues.

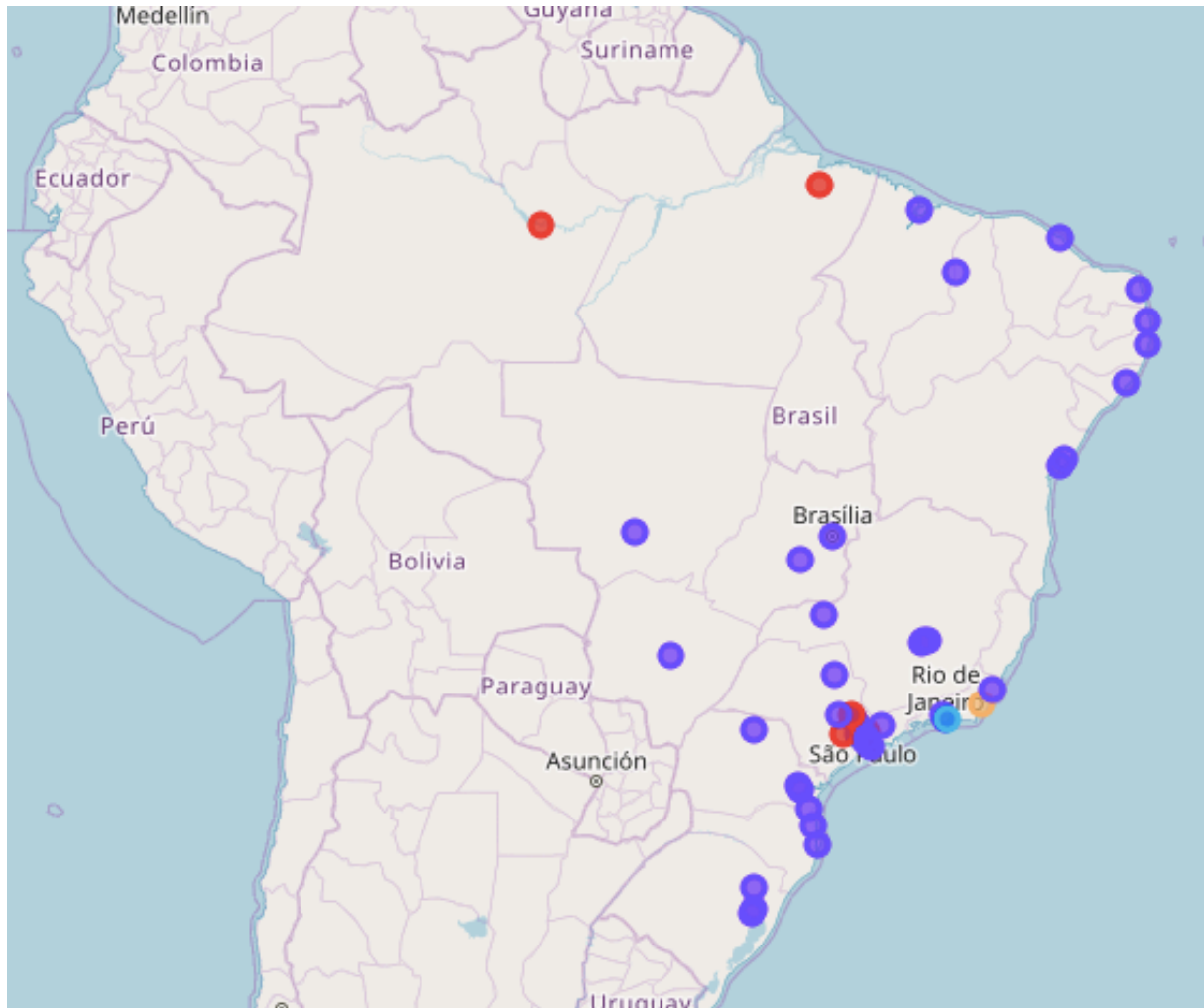
It returned 2.427 venues and 254 unique categories.

I grouped rows by taking the mean of the frequency of occurrence of each category and analyzed 5 most common venues.

It shows that most 5 common venues are bars, restaurants, bakeries, pubs, cafes.

I created a function to sort the venues in descending order and new dataframe and display the top 10 venues.

I used k-means to cluster the city in 5 categories and Folium to plot the map.



- Nightlife and Food
- Food
- Stores
- Bars
- Food

4. Conclusion

Brazilians like Nightlife and Food. They like to be among people and go out to have fun with friends. Brazilians enjoy happy hours and meet new people. So, if you want to be success in Brazil be prepared to each and drink a lot and arrange slot in your agenda to attend this kind of activities.