

Introduction / Business problem

I will compare four zones of Milan in order to decide where it is better to move.
I'll download data from Foursquare on the venues close to the four possible locations and then compare them.

All the zones I analyze are in the (broad) center of Milan, that is within a 1,5 miles radius from Piazza del Duomo.

I will have a list of venues for each location with name, category and coordinates like this one

name	categories	lat	lng
Parco di CityLife	Park	45.476.116	9.156.122
Il Viaggiator Goloso	Supermarket	45.473.401	9.158.814
Piazzale Giulio Cesare	Plaza	45.474.118	9.155.429
MI Cucina di Confine	Asian Restaurant	45.475.338	9.159.329
Piazza Tre Torri	Plaza	45.478.005	9.156.823
Bomaki	Sushi Restaurant	45.478.223	9.154.725
California Bakery	Bakery	45.477.951	9.156.397
Oren	Asian Restaurant	45.474.612	9.151.339
Venchi	Chocolate Shop	45.477.766	9.156.335
Hotel Campion	Hotel Bar	45.474.777	9.151.247

I will:

- locate the four zones;
- download the file with the main each venues and convert it to a Pandas data frame;
- explore the features of each zone;
- describe graphically the frequency of each category in each zone;
- apply to the set of four a cluster analysis to identify the main characteristics of each one.

When done, I will be able to decide where I would like to relocate.

Data