

Introduction / Business problem

I have compared four zones of Milan in order to decide where it is better to move.

I have downloaded data from Foursquare on the venues close to the four possible locations and then I have compares them.

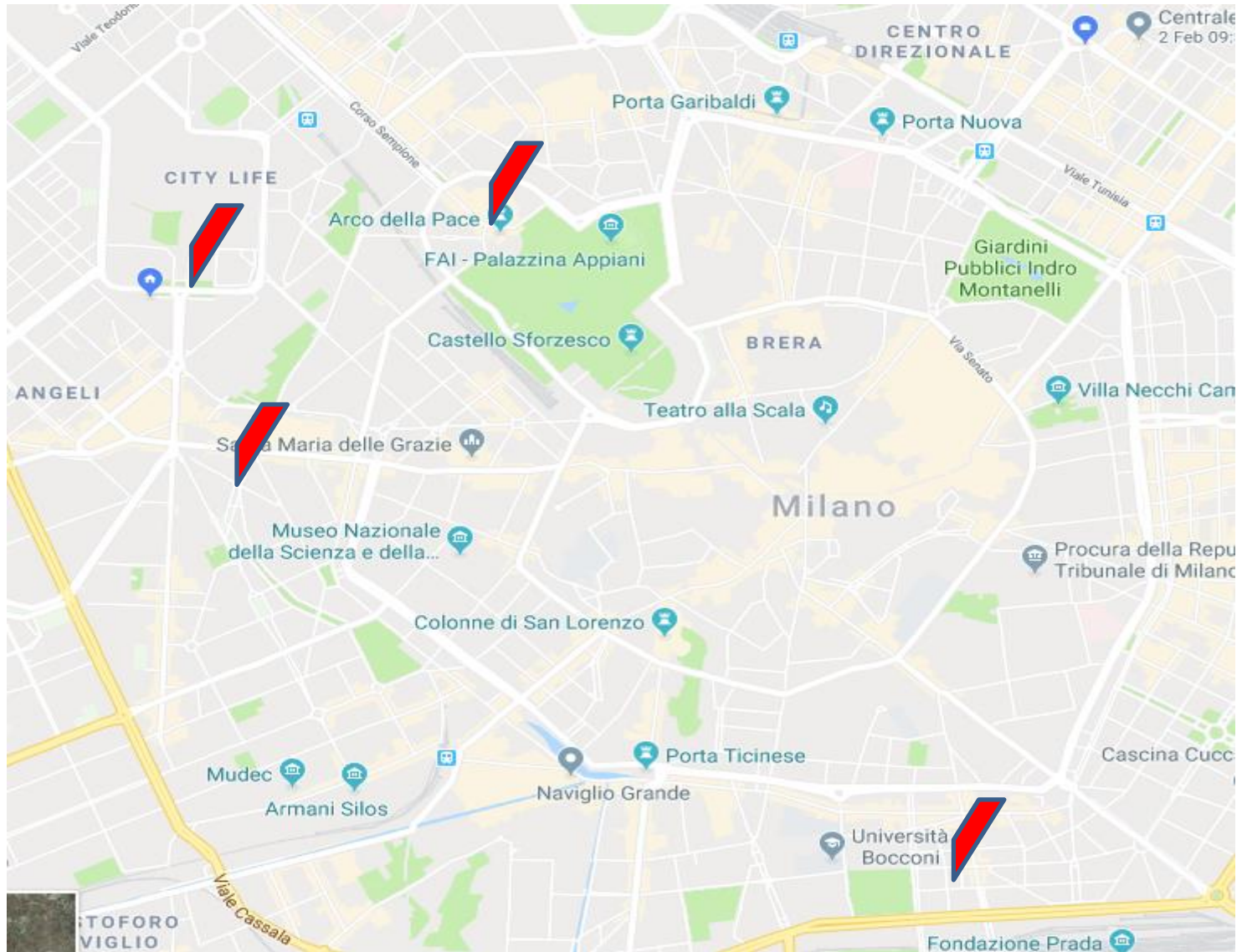
The four locations are:

- Piazzale Giulio Cesare;
- Piazza Sempione;
- Via Cesare Balbo;
- Via Paolo Giovio

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

I have created a list of all venues for each location with name, category and coordinates like this one, and then I have created table where each zone is described by the frequency of different venue categories (see page 4)

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



Decision criteria

I do not dine out often, so I do not need a lot of restaurants around but I need supermarkets to buy food, even late in the night.

I like walking, and to walk the dog, so I prefer places with parks

I like bookshops

Given these criteria the best zone is the first one, Piazzale Giulio Cesare, because;

- Has the maximum number of supermarkets (3) plus a shopping plaza and a department store;
- Has the parks, one plaza and another «great outdoor». Moreover it is at walking distance from the second possible location, Piazza Sempione, which is in front of the widest park in Milan;
- It has a multiplex cinema and a bookstore, but it is at walking distance from Piazza Sempione, which has 2 bookstores, one theatre and a museum.

So I chose Piazzale Giulio Cesare. To be frank, I had already chosen it: I live there since three years.

Categories frequency by zone

Week Five Assignment

Piazzale Giulio Cesare categories	number	Piazza Sempione categories	number	Via Cesare Balbo categories	number	Via Paolo Giovio categories	number
Italian Restaurant	5	Italian Restaurant	5	8 Caffè	6	6 Italian Restaurant	6
Plaza	4	Cocktail Bar	4	6 Pizza Place	3	6 Ice Cream Shop	3
Sushi Restaurant	3	Japanese Restaurant	3	3 Cocktail Bar	2	5 Chinese Restaurant	2
Supermarket	3	Pizza Place	2	3 Wine Bar	2	4 Plaza	2
Japanese Restaurant	2	Ice Cream Shop	2	2 Sushi Restaurant	2	3 Pizza Place	2
Park	2	Sandwich Place	2	2 Bistro	2	3 Japanese Restaurant	2
Cocktail Bar	2	Nightclub	2	2 Restaurant	1	3 Bistro	1
Asian Restaurant	2	Gastropub	2	2 Seafood Restaurant	1	2 Theater	1
Steakhouse	1	Sushi Restaurant	1	2 Pub	1	2 Sandwich Place	1
Shopping Plaza	1	Caffè	1	2 Padieneria	1	2 Movie Theater	1
Sandwich Place	1	Bookstore	2	2 Italian Restaurant	1	2 Juice Bar	1
Salad Place	1	Bakery	2	2 Bar	1	2 Gym / Fitness Center	1
Other Great Outdoors	1	Sculpture Garden	1	1 Diner	1	1 Breakfast Spot	1
Multiplex	1	Scenic Lookout	1	1 Farmers Market	1	1 Gym	1
Mobile Phone Shop	1	Theater	1	1 Theater	1	1 Food Truck	1
Mexican Restaurant	1	Pub	1	1 Supermarket	1	1 Design Studio	1
American Restaurant	1	Plaza	1	1 Boarding House	1	1 Department Store	1
Hotel Bar	1	Theme Park Ride / Attraction	1	1 Sandwich Place	1	1 Cocktail Bar	1
Hotel	1	Playground	1	1 Burger Joint	1	1 Clothing Store	1
Gym	1	Park	1	1 Candy Store	1	1 Cheese Shop	1
Department Store	1	Outlet Store	1	1 Pool	1	1 Caffè	1
Chocolate Shop	1	Noodle House	1	1 Caribbean Restaurant	1	1 Wine Bar	1
Campanian Restaurant	1	African Restaurant	1	1 Chinese Restaurant	1		
Caffè	1	Monument / Landmark	1	1 Park	1		
Burger Joint	1	Mediterranean Restaurant	1	1 Music Venue	1		
Bookstore	1	Lounge	1	1 Modern European Restaurant	1		
Bar	1	Art Museum	1	1 Kebab Restaurant	1		
Bakery	1	Indian Restaurant	1	1 Japanese Restaurant	1		
Ice Cream Shop	1	Hotel	1	1 Asian Restaurant	1		
		Gym	1	1 Ice Cream Shop	1		
		Grocery Store	1	1 Gourmet Shop	1		
		Food Truck	1	1 Food Truck	1		
		Dessert Shop	1	1 Argentinian Restaurant	1		
		Chinese Restaurant	1				
		Burger Joint	1				
		Brewery	1				
		Wine Bar	1				