Athens vs Rome

Coursera Capstone Project

Objective

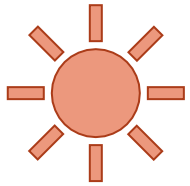
How similar is

Athens and Rome?

Introduction –Business Problem

financial and political center

cities of the "South" (Europe),

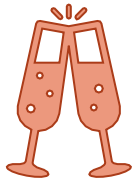


climate conditions

Athens

Rome

history



mentality

population of over
2 million people

Introduction –Business Problem

how similar is living in Athens compared to Rome?

?

? creativity

? variety

Athens

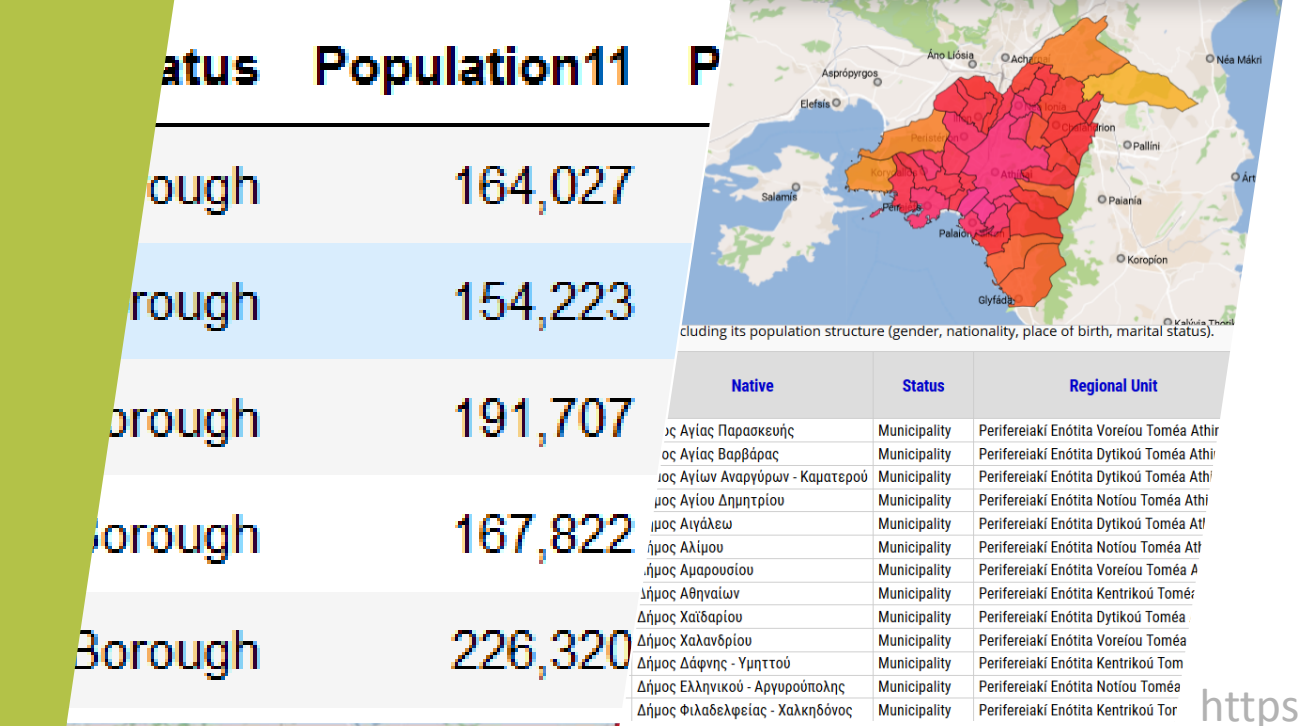
Rome

Problem

Analysis

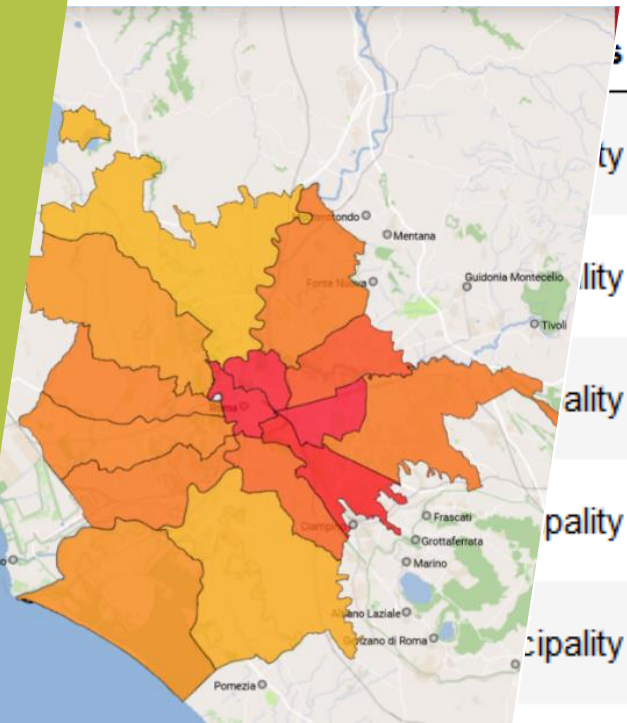
Existing & Future Businesses (Food Industry)

Data acquisition



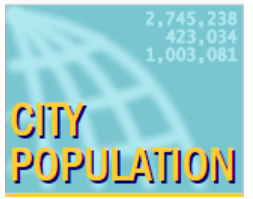
cluding its population structure (gender, nationality, place of birth, marital status).

Native	Status	Regional Unit
ος Αγίας Παρασκευής	Municipality	Perifereiakí Enótita Voreíou Toméa Athi
ος Αγίας Βαρβάρας	Municipality	Perifereiakí Enótita Dytikoú Toméa Athi
ιος Αγίων Αναργύρων - Καματερού	Municipality	Perifereiakí Enótita Dytikoú Toméa Athi
μος Αγίου Δημητρίου	Municipality	Perifereiakí Enótita Notíou Toméa Athi
μος Αιγάλεω	Municipality	Perifereiakí Enótita Dytikoú Toméa Ath
ήμος Αλίμου	Municipality	Perifereiakí Enótita Notíou Toméa Ath
ήμος Αμαρουσίου	Municipality	Perifereiakí Enótita Voreíou Toméa A
ήμος Αθηναίων	Municipality	Perifereiakí Enótita Kentrikoú Toméa
Δήμος Χαϊδαρίου	Municipality	Perifereiakí Enótita Dytikoú Toméa
Δήμος Χαλανδρίου	Municipality	Perifereiakí Enótita Voreíou Toméa
Δήμος Δάφνης - Υμηττού	Municipality	Perifereiakí Enótita Kentrikoú Tom
Δήμος Ελληνικού - Αργυρούπολης	Municipality	Perifereiakí Enótita Notíou Toméa
Δήμος Φιλαδελφείας - Χαλκηδόνος	Municipality	Perifereiakí Enótita Kentrikoú Tor

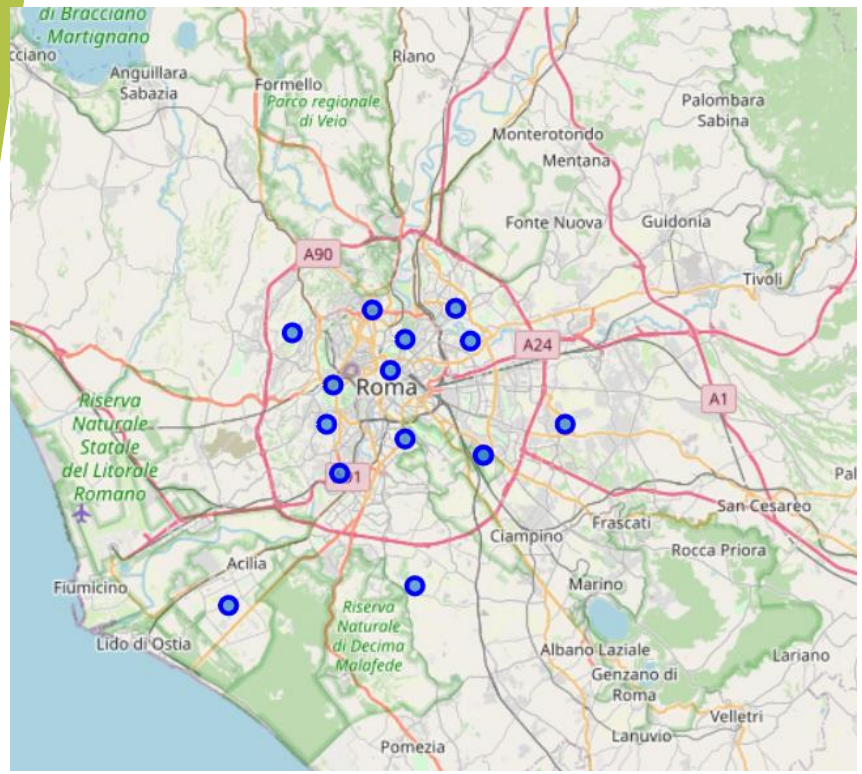


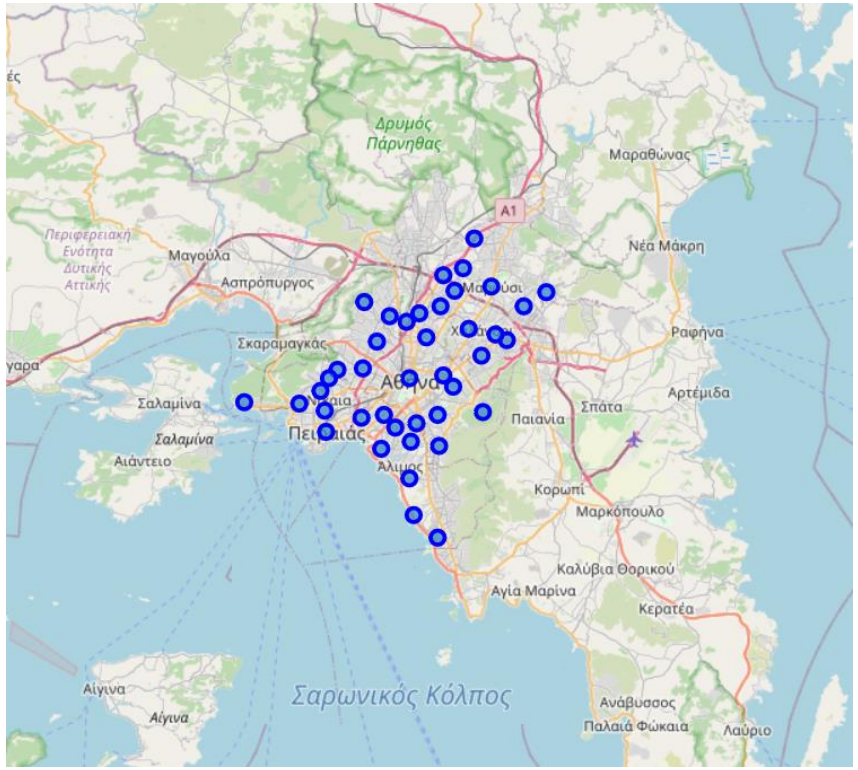
Regional u	
Perifereiakí Enótita Voreíou Tor Ath	ity
Perifereiakí Enótita Dytikoú Tr At	lity
Perifereiakí Enótita Dytikoú	ality
Perifereiakí Enótita Notíou	pality
Perifereiakí Enótita Dytiko	cipality

https://www.citypopulation.de/en/greece/athens/
https://www.citypopulation.de/en/italy/romacity/



Data acquisition





Visualization of Pandas data frames for the municipalities of each city

FOURSQUARE

Methodology

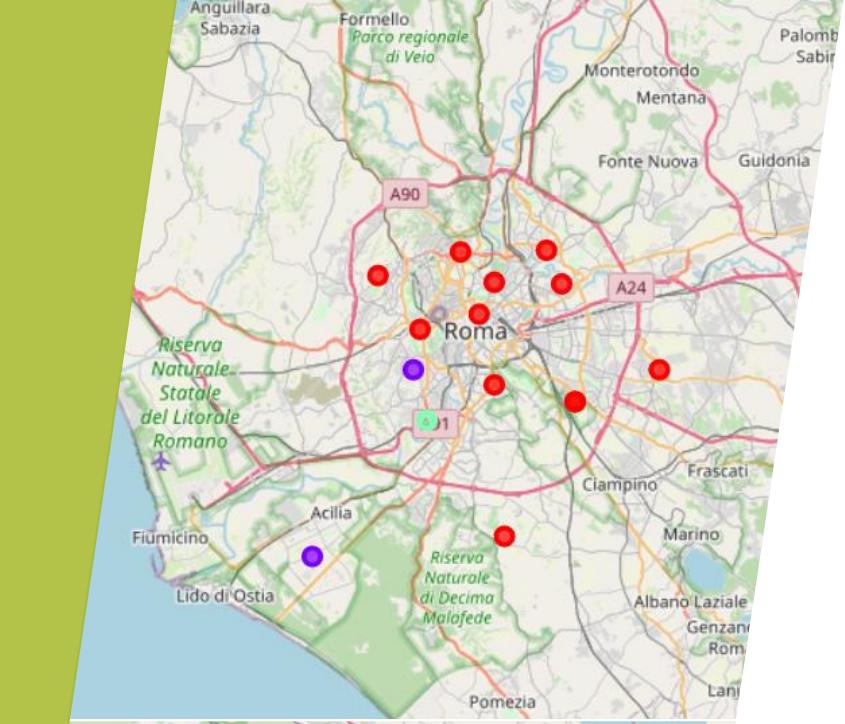
100 VENUES WITHIN 500M RADIUS

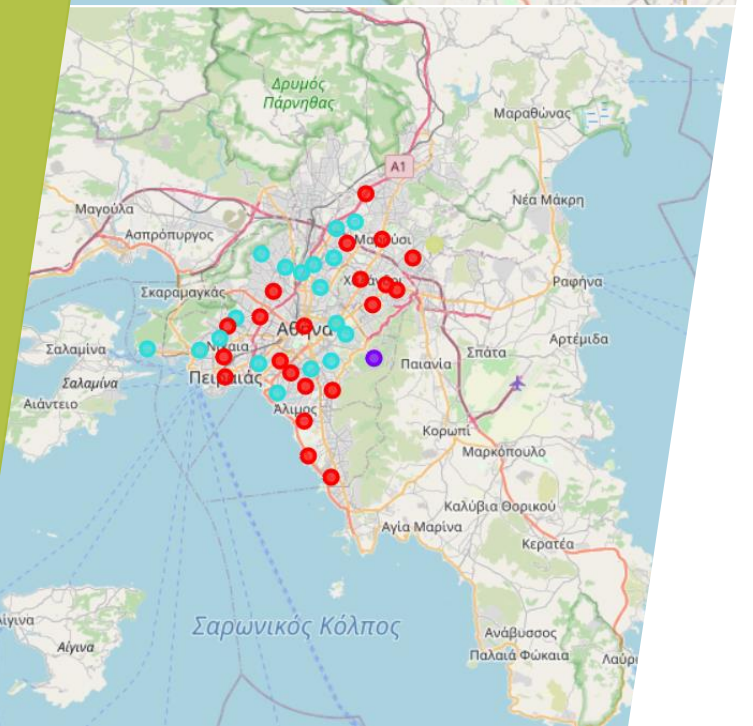
VENUES ARE GROUPED AND LISTED

ONE HOT ENCODING

SELECTION OF MOST FREQUENT VENUES

CLUSTERING





Results

Top 3 venues

- **Restaurants**
- **Cafes**
- **Fast Food**

Conclusion – Next Steps

The most common venues in both cities are from the food industry

In Rome they are focused on promoting Italian cuisine, whereas in Athens there is greater variety.

Both municipalities can attract Tourists since they offer similar services.

They differ of course on the historical places and venues that are present in each city.

Businesses in Athens could invest more in local cuisine, and in Italy could introduce variety.

It is proposed that further exploration should be implemented using more data sets

Sources

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- https://www.greeka.com/greece-culture/food-wine/
- http://casagarden.org/restaurant/sponsored-events/2017/2/23/buffet-italiano