

Introduction/Business Problem

1- A description of the problem and a discussion of the background.

1.1 Background

The Lisbon city, in Portugal, has become a touristic destiny. Although Lisbon is a small city, it has a variety of interesting places, also considering its history background, monuments and art. It is advantageous for who wants to start a business, like a restaurant, to find out where are the points of concentration of people, other restaurants, etc.

1.2 Problem

Data that might contribute to determining where a new bakery should be installed might include: other bakeries location, restaurants location, universities, metro stations, shopping centres, rent prices.

1.3 Interest

The place to install a new business is not irrelevant. It is a fundamental decision for someone who is looking to open a new business.

Data Section

2 - A description of the data and how it will be used to solve the problem.

Data Sources / Data Cleaning

It will be fundamentally used Foursquare, in order to find geolocations and compare different locations. If other sources will complete the information, all the data should be aggregated in the same table.

- To find restaurants and bakeries locations will be used foursquare API.
- To analyse prices of renting (important for estimating fixed costs of the business) will be used data from kaggle

<https://www.kaggle.com/stephenofarrell/cost-of-living>).

- In order to understand potential client, will also be analysed this data from kaggle: <https://www.kaggle.com/vfoufikos/airbnb-analysis-lisbon> and <https://www.kaggle.com/stephenofarrell/cost-of-living>).

Relevant questions to answer in order to determine the best place to start a bakery:

- 1) Other bakeries locations (Foursquare);
- 2) Restaurants locations (they are also potential clients of the bakery) (Foursquare);
- 3) Who are the potential bakery clients (based on cost of leaving of different locations in the city) (kaggle);
- 4) Key locations congregating people – metro/ train stations, universities, libraries, shoppings (Foursquare)
- 5) Relation cost/ profit based on the estimated fixed costs – cost of leaving (Kaggle)