

# Coursera\_Capstone

## The Battle of the Neighborhoods in São Paulo City, Brazil.

Final project of the Coursera IBM Data Science Course



### 1. Introduction: Business Problem

In this project we will try to find another ways to make a new marketing campains by a segmentation method. This report will be targeted to people interested in suggest marketing contents, produce advertising and etc, to the people tha lives in the Districts of São Paulo's Capital, Brazil.

All entrepreneurs looks a way for increase the selling. Therefore, diferent marketing strategies are made of. We are talking about keeping a good presence in the social medias, to optimize the mechanisms of search, investing in customer service. All of those are so good actions and also bring great results, but We are able to make more.

We know that are lots of venues in the São Paulo City, therefore We will try figure out the business profile of each borough. Assuming that São Paulo is an alpha global city, We must to know what are the subject most reached by our costumers.

And finally, help them to make better buying decisions. We will use all power of data science to get a success we need.

### Districts of São Paulo City

We are talking about 96 Districts



<https://medium.com/mappinglab/exploring-and-visualizing-the-accessibility-of-social-infrastructure-in-são-paulo-c30162525511>

### 2.Data

The Data that We will use has been found at Wikipedia.com.br So We must make a Web Scraping from page following this steps bellow.

1. Grabbing the HTML Content from the URL
2. Parsing the HTML content - BeautifulSoup
3. Extructuring the content into a Data Frame - Pandas
4. Converting and saving the Data like a JSON Archieve
5. Importing that in our Jupyter Notebook

#### How?

For that We will use some libs in Python language.

Like that:

```
import time
import requests
import pandas as pd
from bs4 import BeautifulSoup
from selenium import webdriver
from selenium.webdriver.firefox.options import Options
from selenium.webdriver.common.by import By
import json
```

URL: [https://pt.wikipedia.org/wiki/Lista\\_dos\\_distritos\\_de\\_São\\_Paulo\\_por\\_população](https://pt.wikipedia.org/wiki/Lista_dos_distritos_de_São_Paulo_por_população)

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