

# Capstone project – final presentation

Where to open a pizzeria in Zürich, Switzerland

# Introduction

- Paolo wants to open his pizzeria in some borough of Zürich Switzerland. He asked us to help him to find the best place for it.

# Business Problem

- In order to open Paolo's pizzeria, we will need to leverage some information about the boroughs in Zürich. We must ensure that there will be enough customers for the pizzeria and also that there are not already too many other pizzerie in the same borough.

# Data

- To help Paolo in his search we will need to use following data:
- The boroughs of Zürich, Switzerland. We will get this information from the following Wikipedia page:  
[https://en.wikipedia.org/wiki/Subdivisions\\_of\\_Z%C3%BCrich](https://en.wikipedia.org/wiki/Subdivisions_of_Z%C3%BCrich)
- The coordinates (latitude, longitude) of these boroughs and of Zürich. We will get this information from Google: <https://maps.googleapis.com>
- From Foursquare we will need following venues data:
  - the pizzerias venues of the boroughs
  - the offices venues of the boroughs
  - the schools venues of the boroughs

# Methodology

For each borough, all office, school and pizzeria venues have been collected from Foursquare.

Then for each borough, the sums of the offices, schools and pizzerie have been computed.

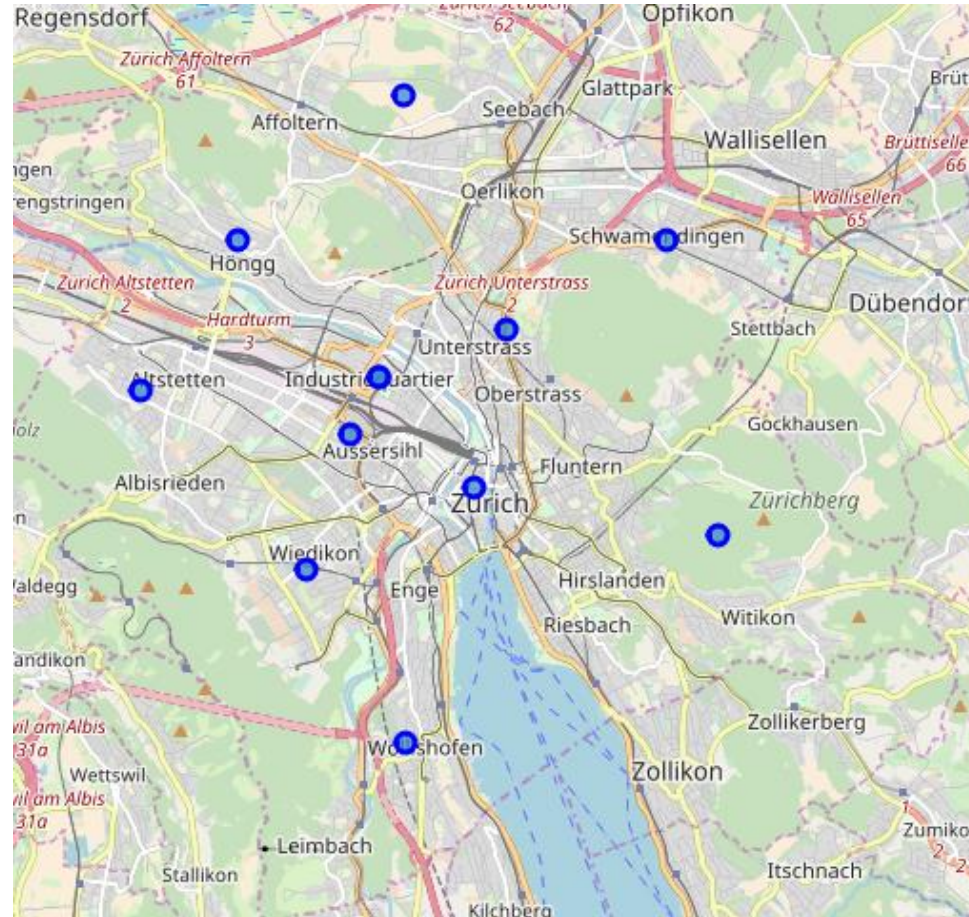
Finally for each of this 3 categories, a weight has been defined according to what Paolo considers the most important.

- Pizzerie have been weighted with -1, since Paolo wants to avoid concurrence.
- Schools have been weighted with 1, since student are good customers.
- Offices have been weighted with 1.5, since employees are even better customers.

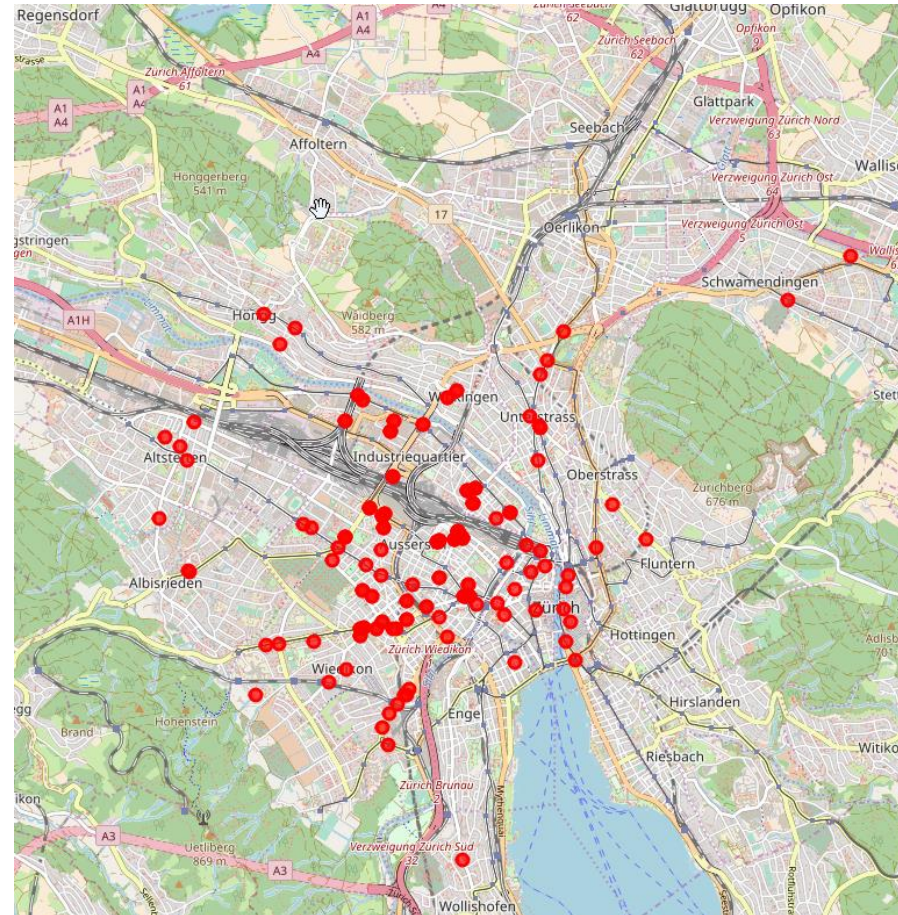
Note that the weights can be modified according to the importance of each category.

Finally a score has been computed for each borough as the weighted sum of the number of venues in each of the 3 categories (school, office, pizzeria).

# Borough of Zürich, Switzerland

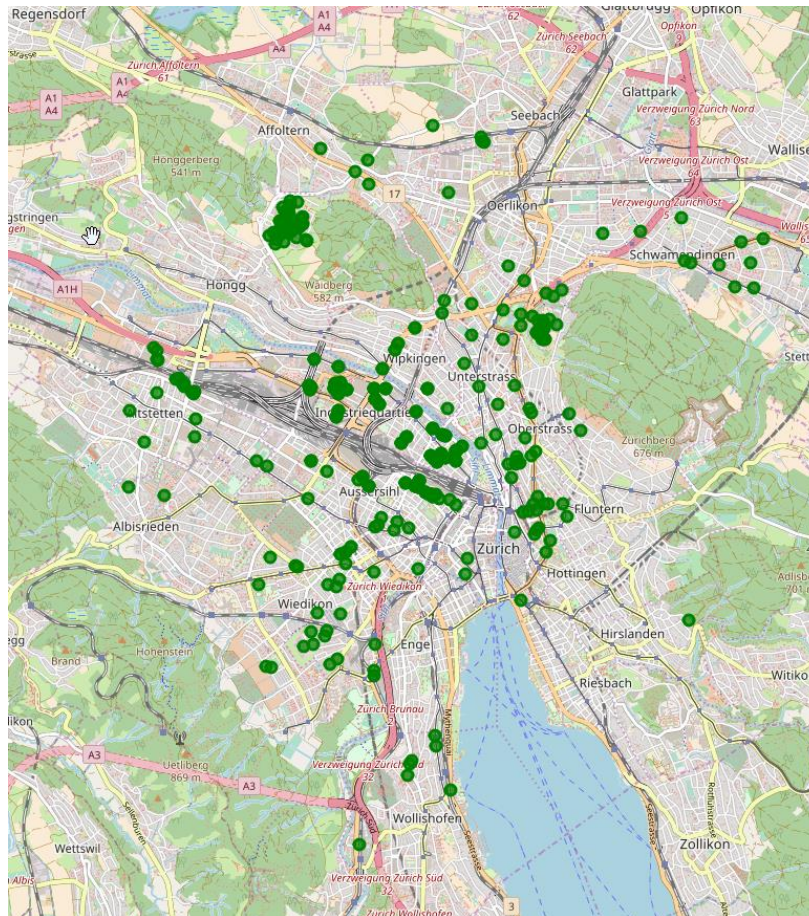


# Pizzeria in the boroughs of Zürich



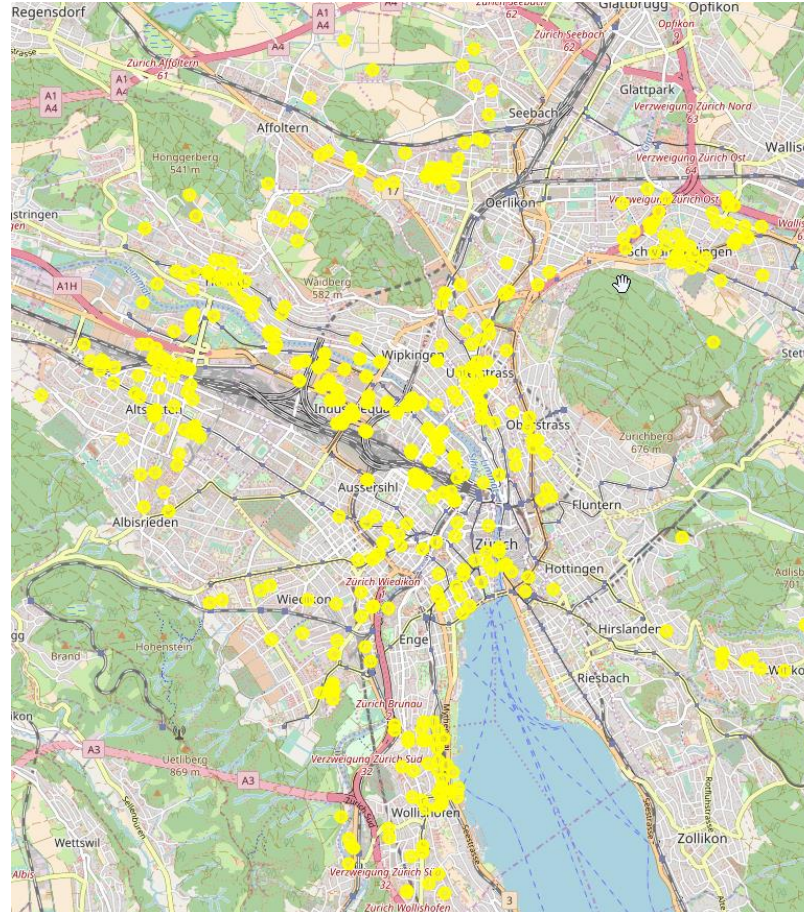


# Schools in the boroughs of Zürich





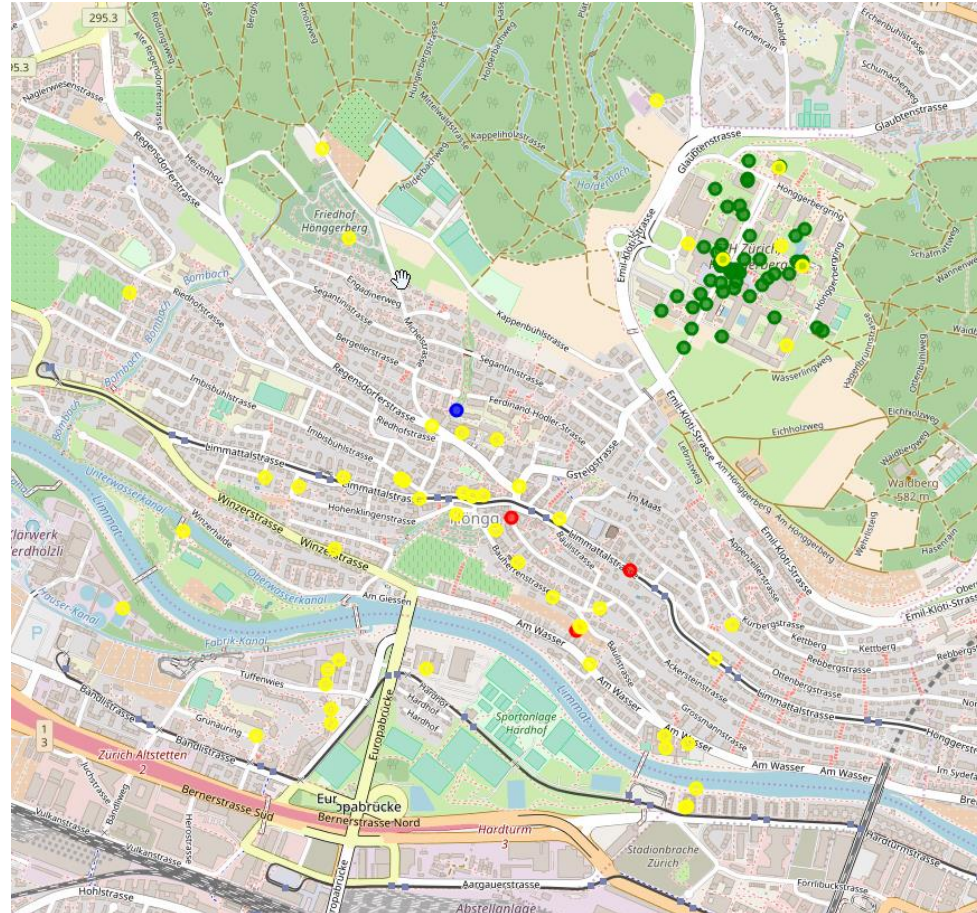
# Offices in the borough of Zürich



# Result

The borough "District 10 – " is the best place for a new pizzeria. It maximizes the number of potential customers from offices and schools and at the same time have not too many already existing pizzerie.

# Best place for a new pizzeria – borough 10



# Thank you

And see you soon at Paolo's pizzeria in Zürich.

Buon appetito!