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SELECTING THE BEST INVESTMENT IN A FOOD BUSINESS

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INTRODUCTION

- The project objective is to find a best place in a determinate neighborhood to open a new food business
- The competition is very wild in Brazil, especially in times of crisis. So, we will use the tools learned in the course to find the best location and business option.



DATA AQUISITION AND CLEANING

- The data from streets in the neighborhood were taken from a website and treated, and location information and data about other food-related businesses were added to form the final set, updated by Foursquare integration

LOGRADOURO	BAIRRO	CIDADE/ESTADO	CEP
Avenida Afonso Pena - de 2022 a 3200 - lado par	Savassi	Belo Horizonte, MG	30130-012
Rua Alagoas - de 811/812 a 1099/1100	Savassi	Belo Horizonte, MG	30130-167
Rua Alagoas 997	Savassi	Belo Horizonte, MG	30130-912
Rua Alagoas 1314	Savassi	Belo Horizonte, MG	30130-913
Rua Alagoas - de 1101/1102 ao fim	Savassi	Belo Horizonte, MG	30130-168
Rua Alagoas - de 531/532 a 809/810	Savassi	Belo Horizonte, MG	30130-165
Rua Antônio de Albuquerque - até 539/540	Savassi	Belo Horizonte, MG	30112-010



	Street	Postcode	Neighborhood	Latitude	Longitude
0	Rua Alagoas	30130-167	Savassi	-19.9318	-43.9351
1	Rua Antônio de Albuquerque	30112-010	Savassi	-19.9395	-43.9302
2	Rua Bernardo Guimarães	30140-081	Savassi	-19.9309	-43.9333
3	Avenida Brasil	30140-008	Savassi	-19.9318	-43.9351
4	Rua Ceará	30150-314	Savassi	-19.937	-43.9297
5	Rua Cláudio Manoel	30140-105	Savassi	-19.9336	-43.9329
6	Avenida Cristóvão Colombo	30140-140	Savassi	-19.9384	-43.9353
7	Praça Diogo de Vasconcelos	30140-160	Savassi	-19.9379	-43.9356
8	Rua Fernandes Tourinho	30112-004	Savassi	-19.9398	-43.9342

METHODOLOGY

- The core of data analysis was to find the most common food places in the area, and take one that was both popular and not usual
- Then, street by street, were analyzed the data of the 10 most common establishments

Venue Category	Street
Brazilian Restaurant	296
Restaurant	224
Café	200
Snack Place	159
Pizza Place	157
Burger Joint	118
Italian Restaurant	106
Vegetarian / Vegan Restaurant	97
Bakery	84
Buffet	54
Gastropub	53

	Street	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Most Common Venue	7th Most Common Venue	8th Most Common Venue	9th Most Common Venue	10th Most Common Venue
0	Rua Pernambuco 1322	Brazilian Restaurant	Restaurant	Café	Snack Place	Bakery	Vegetarian / Vegan Restaurant	Burger Joint	Pizza Place	Italian Restaurant	Food
1	Avenida Brasil	Brazilian Restaurant	Restaurant	Café	Snack Place	Burger Joint	Vegetarian / Vegan Restaurant	Bakery	Pizza Place	Bistro	Mineiro Restaurant
2	Avenida Cristóvão Colombo	Pizza Place	Brazilian Restaurant	Café	Restaurant	Snack Place	Vegetarian / Vegan Restaurant	Buffet	Gastropub	Burger Joint	Sushi Restaurant
3	Avenida Getúlio Vargas	Brazilian Restaurant	Snack Place	Restaurant	Pizza Place	Café	Vegetarian / Vegan Restaurant	Steakhouse	Bakery	Sushi Restaurant	Gastropub
4	Praça Diogo de Vasconcelos	Brazilian Restaurant	Pizza Place	Restaurant	Café	Snack Place	Vegetarian / Vegan Restaurant	Gastropub	Burger Joint	Sushi Restaurant	Italian Restaurant

RESULTS

- In the end, all these data were clustered, and in the cluster with the lowest number of streets, it was searched if the selected option already existed among the 10 most common. As it did not exist, this place (Avenida Getúlio Vargas), and the option (Gastropub) were selected.



CONCLUSION

- Although the analysis was not an elaborated analysis, it fulfilled the main purpose, which was to exercise not only the techniques learned in the course. This step was successfully completed.
- About the result itself, many less explicit variables can be considered to determine whether a trade will succeed. But relevant factors were used, including the area surveyed in person, and really is an area with a restaurant deficit compared to other areas of the neighborhood. So, even being superficial, the work was successfully completed, and this possible business opportunity included more variable than many real cases.

