

Battle of Neighborhoods in Madrid

Ane Goñi Arana

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Business Problem

- Where to locate headquarters of a new spin-off company?
- Factors to take into account:
 - Proximity to the research center the company is originating from
 - Good connection with public transportation
 - Presence of hotel(s) nearby for visitors
 - Presence of restaurants, coffee shops, stores and fitness centers for best quality of life of employees

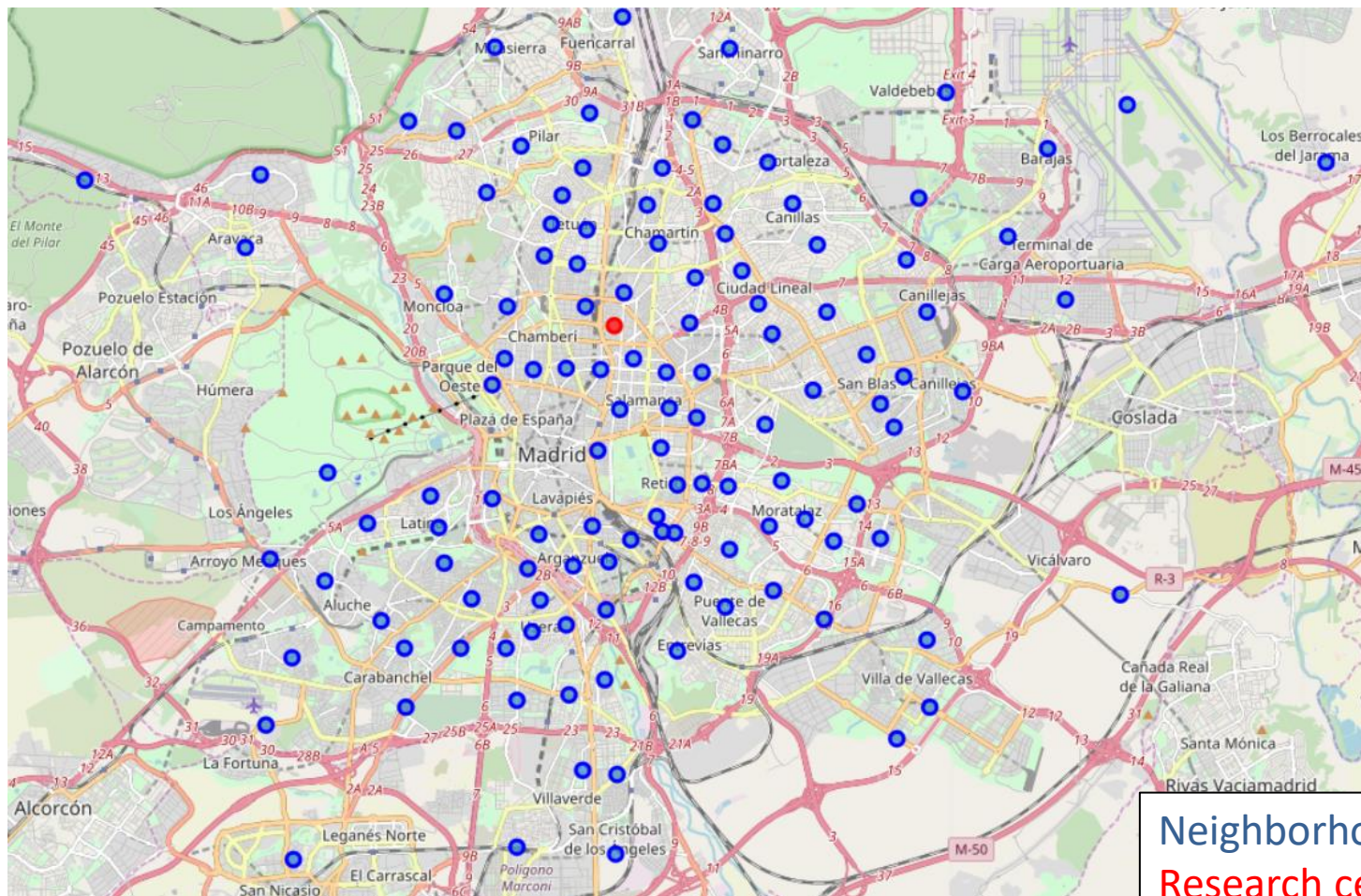
Data

- List of neighborhoods in Madrid: [wikipedia](#)
- Geographical coordinates

Methodology

1. Import and process list of neighborhoods
2. Obtain the venues in each neighborhood using *Foursquare*
3. Label venues by venue type: restaurants, coffe places, fitness centers, etc.
4. Compute amount of venues by type in each neighborhood
5. Select neighborhood that contain venues of all the types considered

Results



Results

5 out of 125 neighborhoods contain at least a venue of all the types considered:

	Neighborhood	Coffee & Tea	Fitness Center	Grocery Store	Hotel	Restaurant	Store	Transport	Distance
0	Bellas Vistas	2	1	10	1	20	5	2	2.10
1	San Juan Bautista	1	1	5	1	17	4	2	2.96
2	Palos de Moguer	3	3	8	2	38	3	2	4.26
3	Adelfas	3	4	9	1	18	4	3	4.56
4	Acacias	2	4	3	1	24	2	2	4.69

Discussion

- Most abundant venues are restaurants in all the neighborhoods
- *Bellas Vistas* is closes to the research center
- *Adelfas* is best connected by public transport
- *Palos de Moguer* has more accomodation options
- There are enough coffee shops, stores and fitness centers in all neighborhoods (the more the better)

Recommendation

- *ADELFA*S, because:
 - It meets all the requirements
 - It is well connected by public transportation
 - Distance to research center is reasonable