Capstone Project - The Battle of Neighborhoods

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ABSTRACT

Final Assignment of the Capstone Project - The Battle of Neighborhoods. The subject of the study is the city of Rome, and in particular the optimal location to open a restaurant business.

1 INTRODUCTION

1.1 Background

Rome is the Capital of Italy and one of the most beautiful and culturally rich cities of the world. Last year, "the eternal city", attracted almost 30 millions tourist from all over the world, which represents the 6.8% of the overall tourism of the entire country. Due to the enormous amount of tourist attractions, the amount of time required to have a decent visit to the city is almost always far higher than the one that the average tourist has. For this reason, being almost always in a rush, there is the need to optimize the times, and usually during lunch the average tourist tries to loose not so much time (and money).

1.2 Problem

The aim of this study is to understand which are the zones of the city that are more adapt for the opening of a fast food activity. The idea is to find something that is strategically near to the main monuments of the city, but far from similar venues.

1.3 Interest

The main interest is for potential investors that want to open a new activity in Rome, in a part of the city where there is a huge flux of local people and tourists, but without many competitors.

2 DATA ACQUISITION AND CLEANING

2.1 Data Sources

I used the following data to develop the study:

- Forsquare API to get the most common venues of given areas of Rome. In particular, I searched for restaurants and Fast Foods activities that are near to the main monuments of the city center (like the Colosseum for example);

- A database of the main monuments/sites with their coordinates, that I created using Google maps. See the picture below.

Name	Latitude	Longitude
Colosseo	41.890175	12.492237
Fontana di trevi	41.900962	12.483329
Pantheon	41.898606	12.476833
Piazza di Spagna	41.905746	12.482278
Piazza Navona	41.899116	12.473084
Altare della patria	41.894575	12.483025
Foro Romano	41.892477	12.485083
Castel Sant'Angelo	41.902984	12.466278
Ara Pacis	41.905826	12.4754
Piramide Cestia	41.876452	12.48091
Terme di Caracalla	41.879018	12.492397
Circo Massimo	41.886608	12.484906
Mercato di Traiaino	41.895628	12.486204
Tempio di Giove	41.8924	12.482088

Figure 1. The excel dataset