

MADRID'S BEST NEIGHBORHOOD TO OPEN AN AMERICAN RESTAURANT

By Jabari Bradley

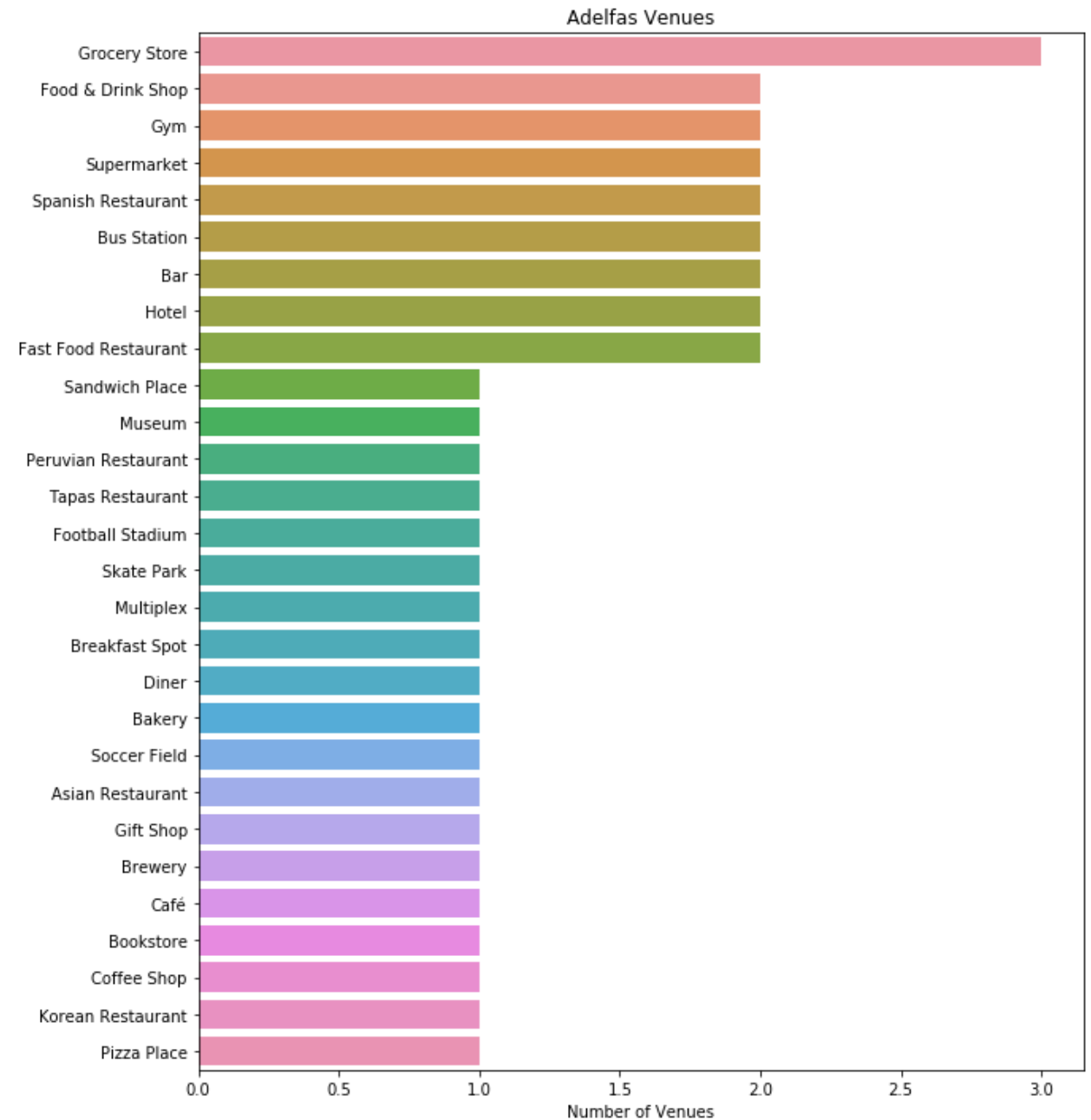
INTRODUCTION

- Background – Madrid is the capital and most populous city in Spain. In the metropolitan area Madrid has around 3.3 million inhabitants and 6.5 million inhabitants in the entire province.
- Problem – With 21 districts and 131 wards or neighborhoods, the purpose of this project is to get an idea of which neighborhood would be the best location to open the restaurant.

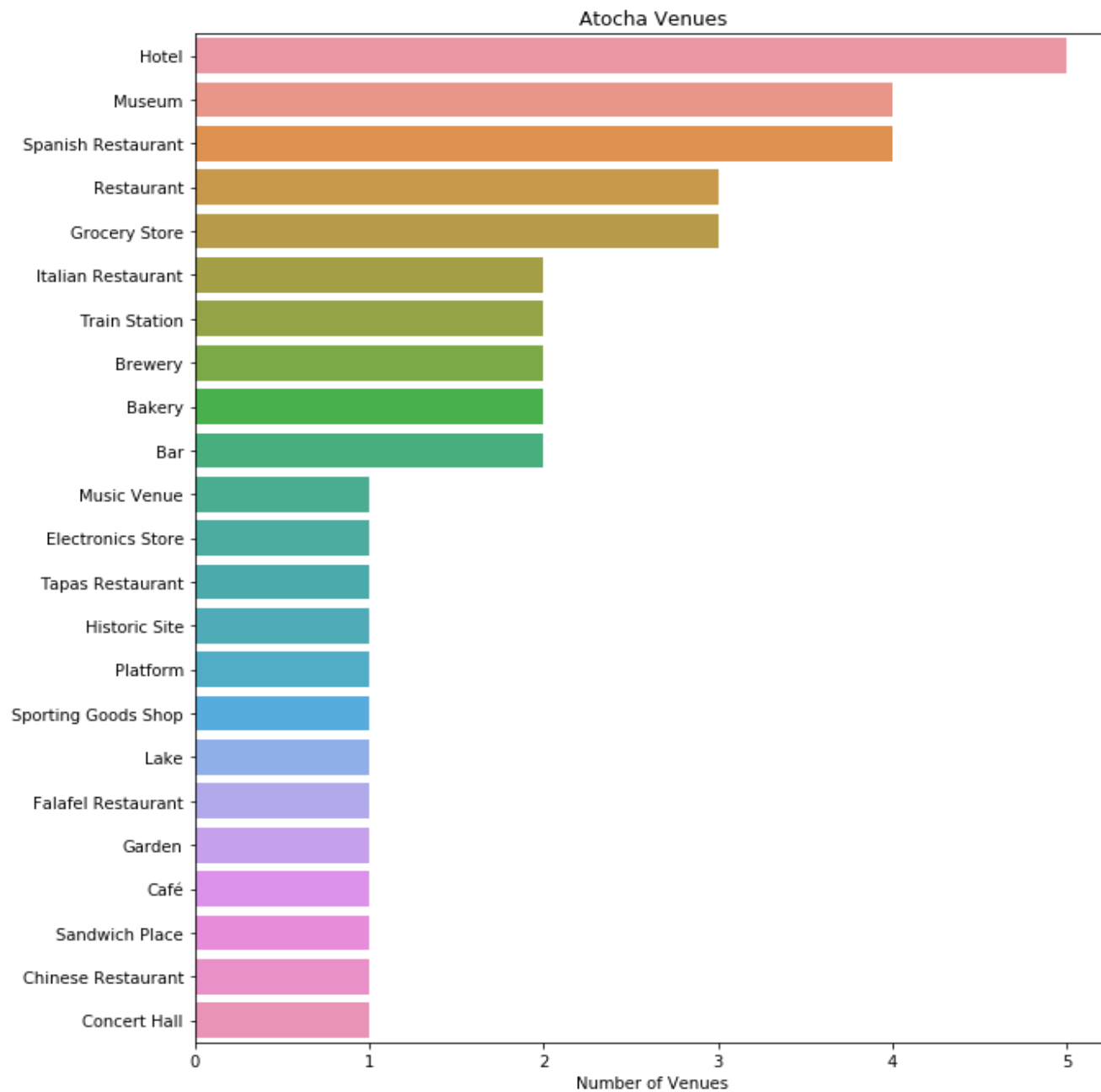
DATA

- I used the Foursquare API to get information on the different types of venues in the central neighborhoods in Madrid.
- I focused on the Madrid's 5 most central districts: Centro, Arganzuela, Retiro, Salamanca and Chamberí.

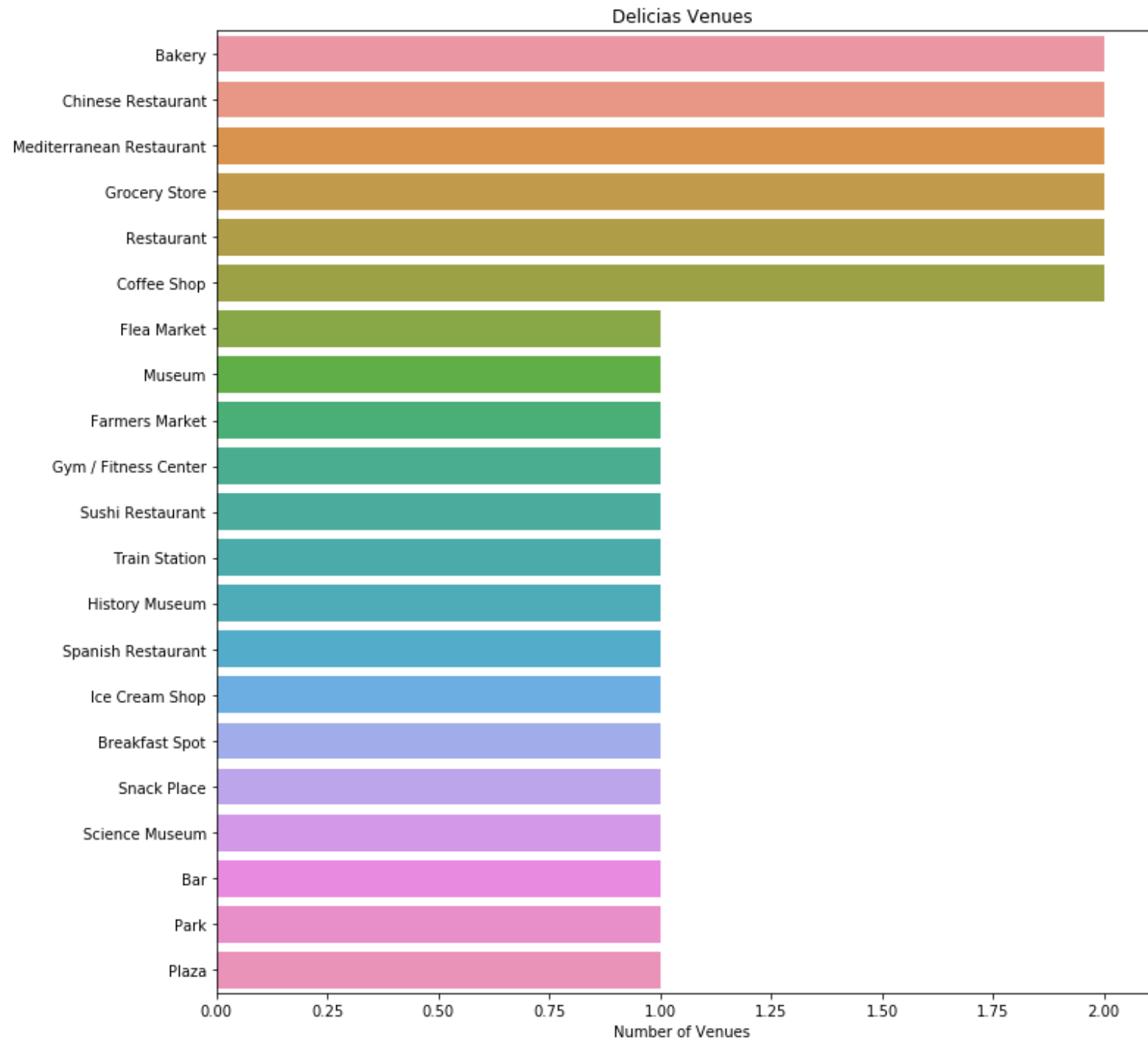
ADEFAS HAS A TOTAL OF 11
RESTAURANT/DINERS



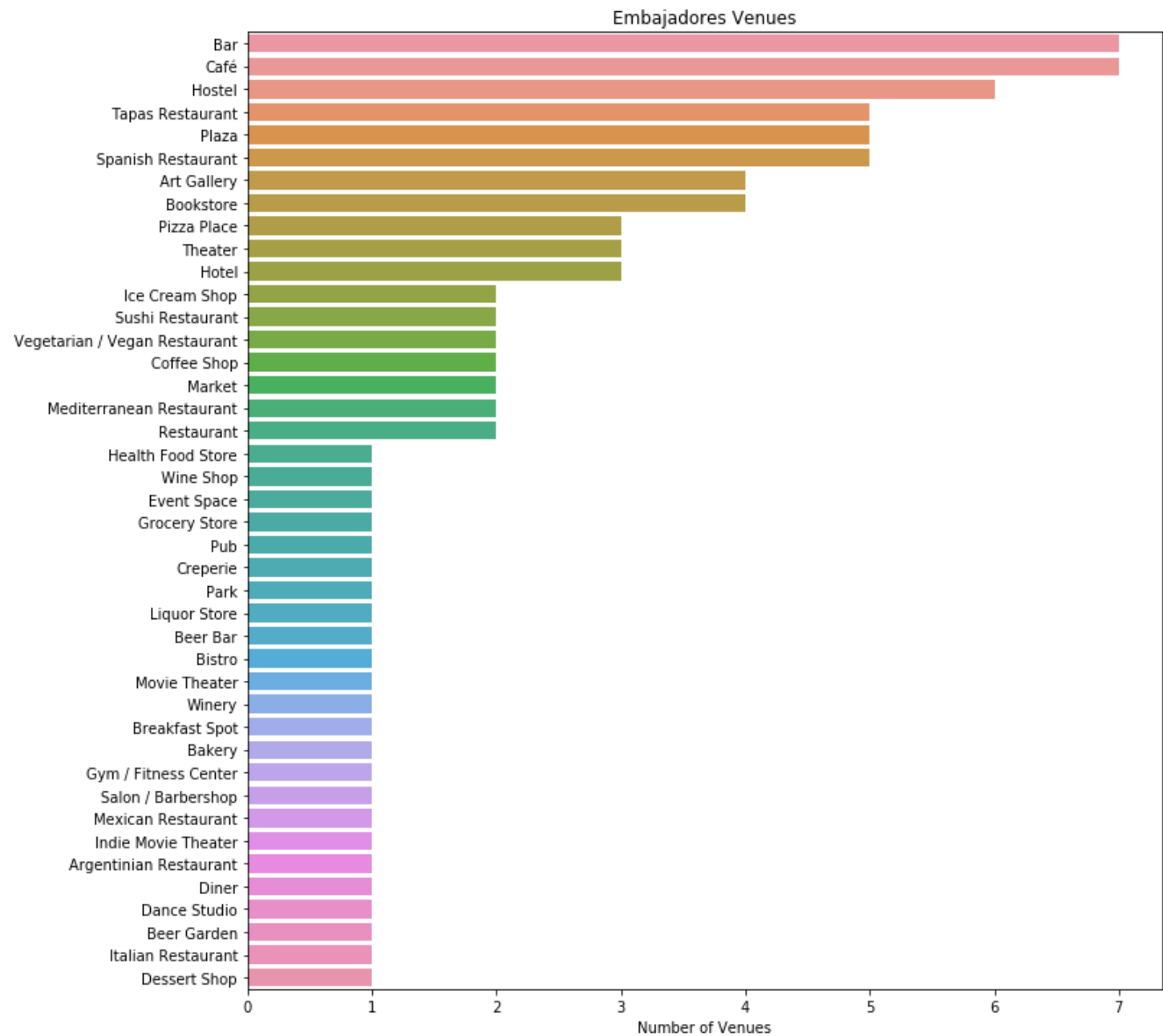
ATOCHA: 12 RESTAURANTS



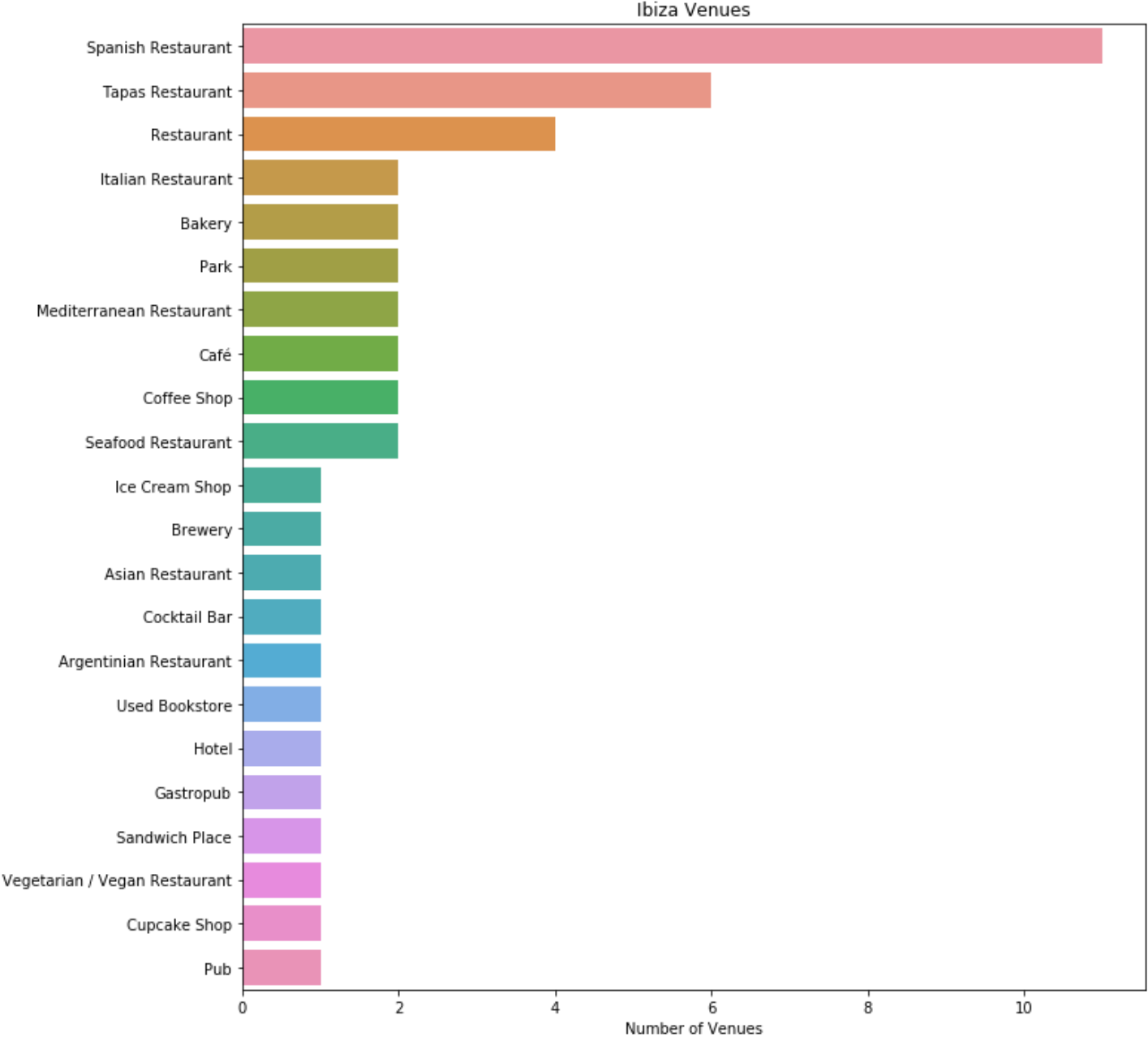
DELICIAS: 9 RESTAURANTS



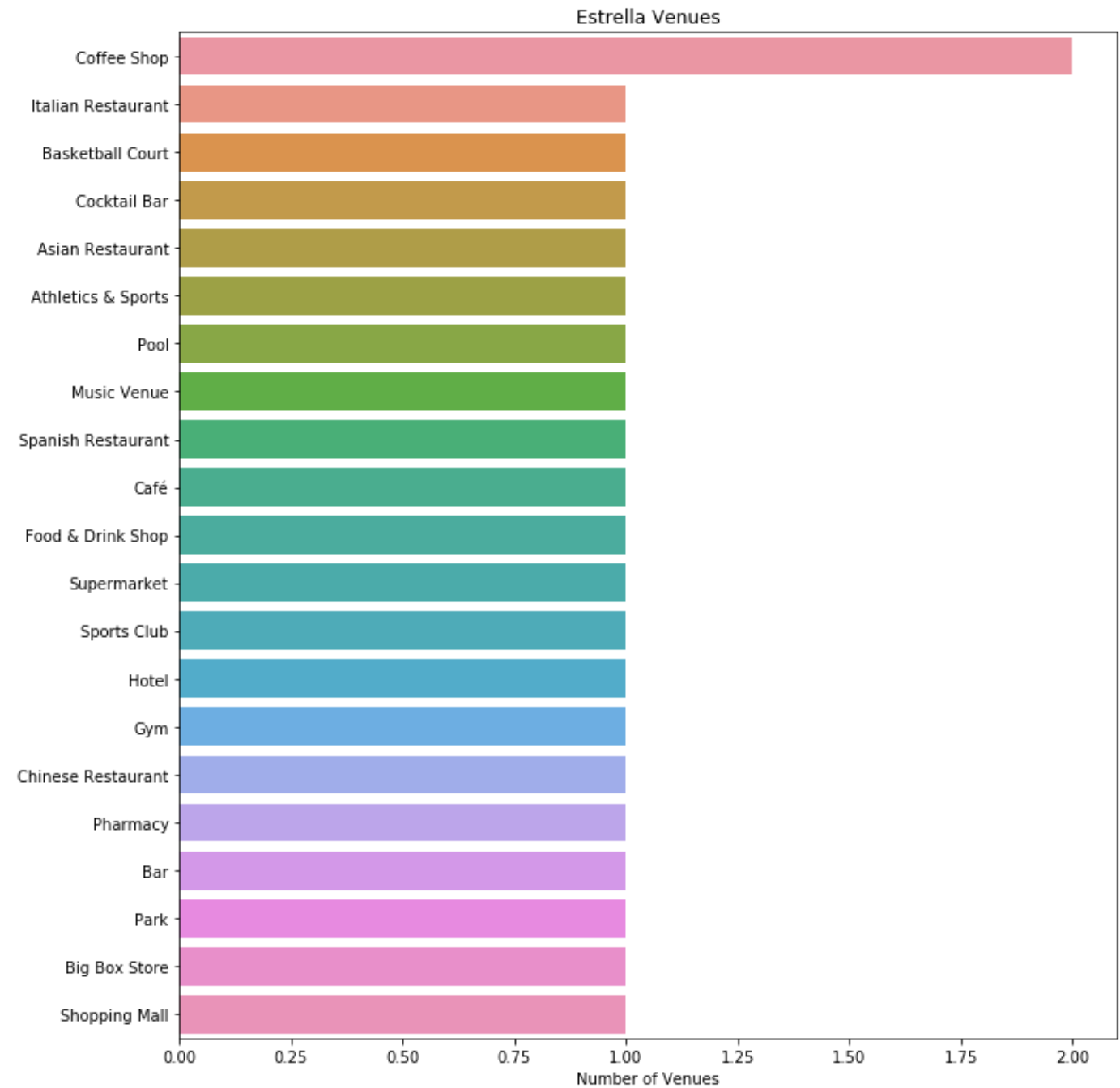
EMBAJADORES: 22 RESTAURANTS



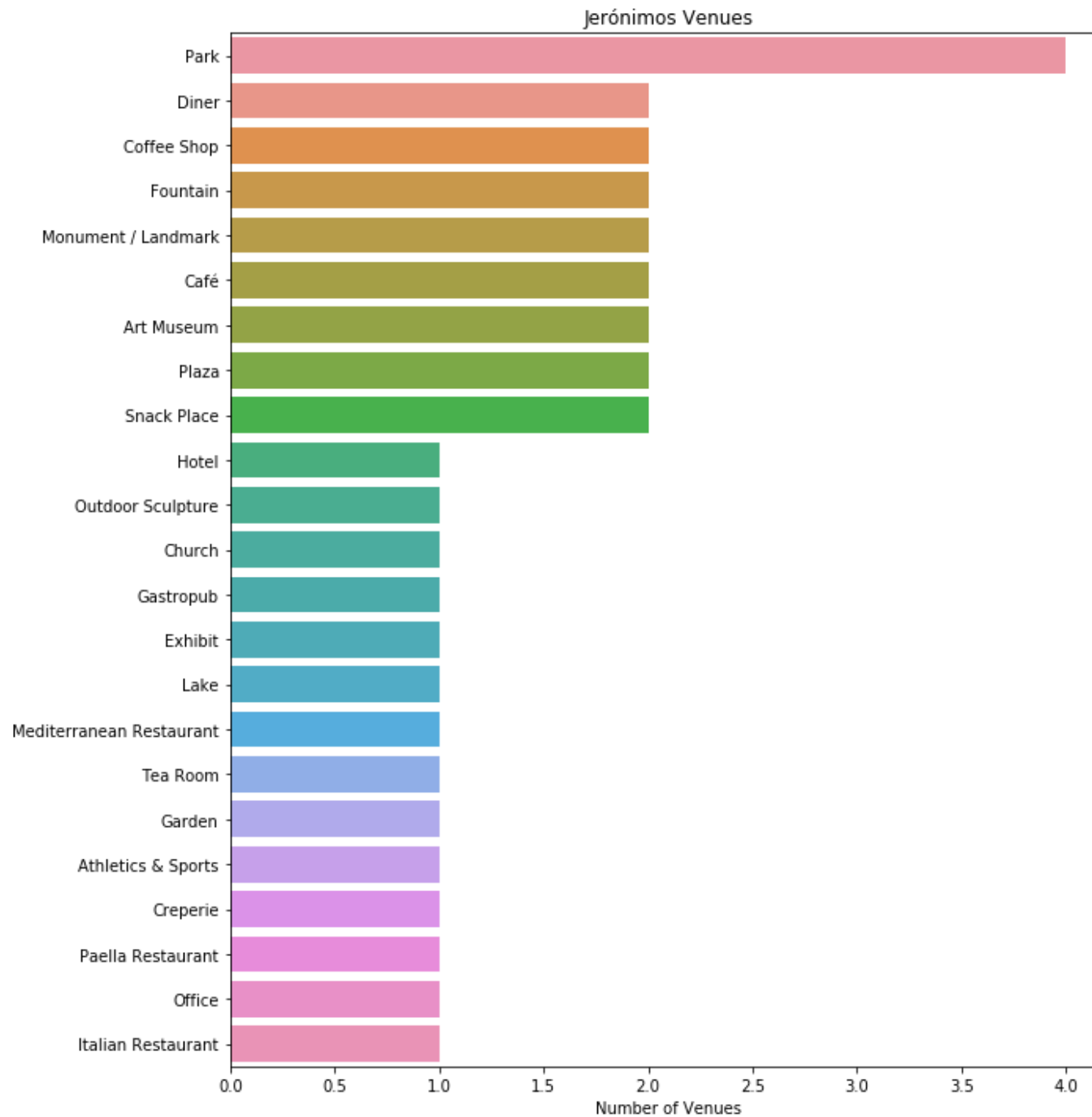
IBIZA: 30 RESTAURANTS



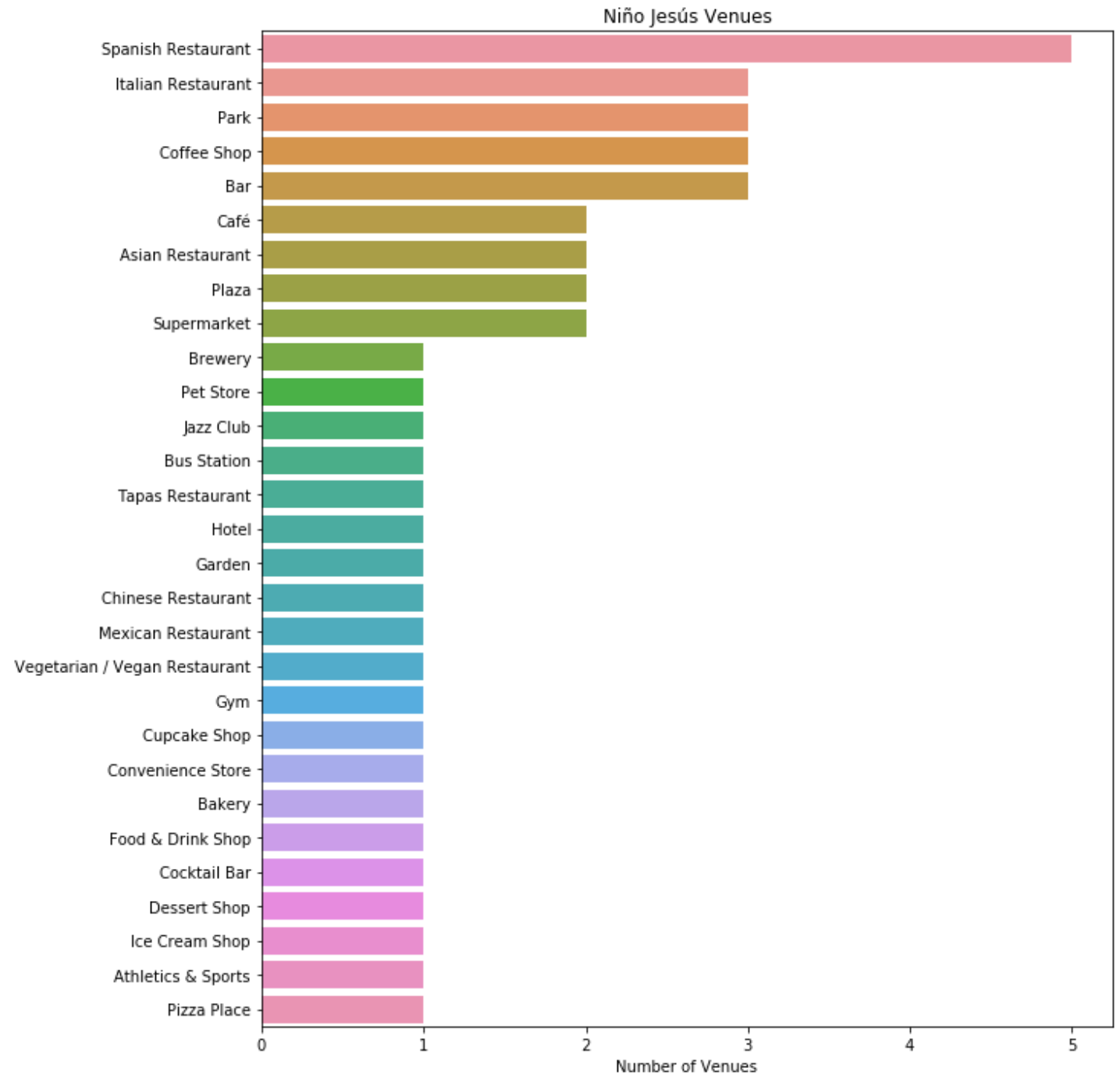
ESTRELLA: 6 RESTAURANTS



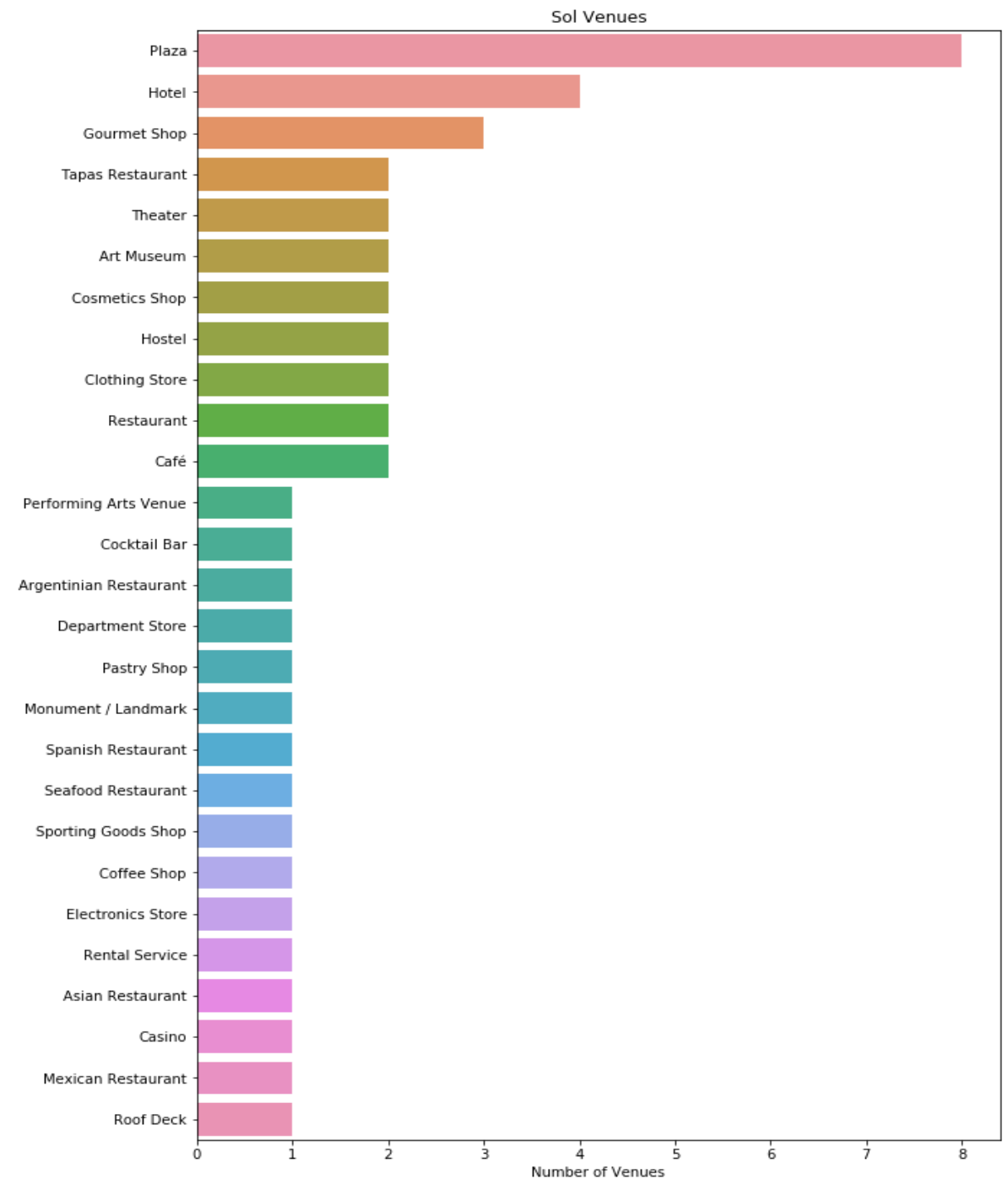
JERÓNIMOS: 6 RESTAURANTS



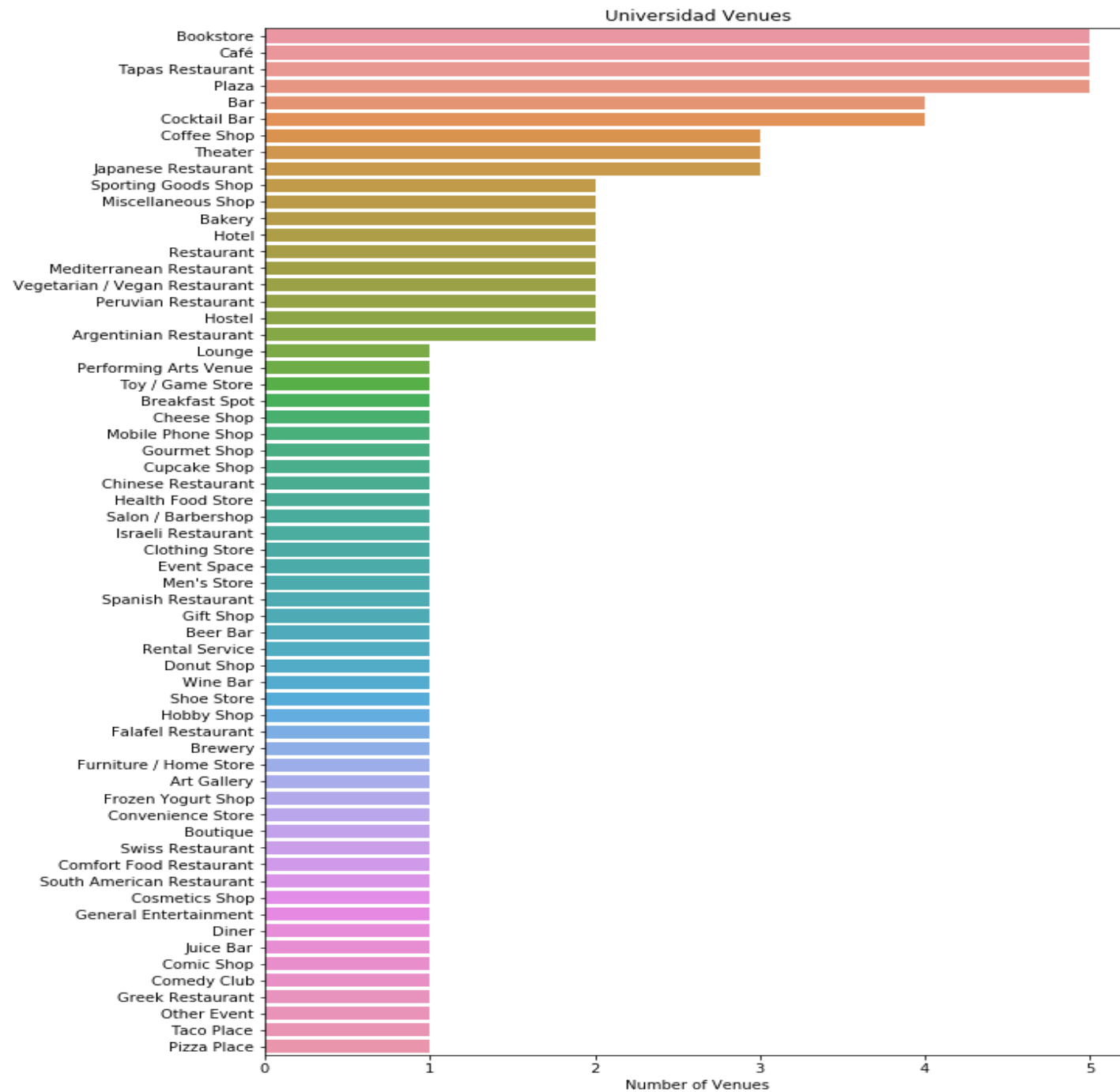
NIÑO JESUS: 14 RESTAURANTS



SOL: 9 RESTAURANTS



UNIVERSIDAD: 30 RESTAURANTS



CONCLUSION

- According to the data, the neighborhoods without any American Restaurants and the least competition are Jerónimos and Estrella
- Future analysis could include venues over a 500 meter radius from each neighborhood