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# Capstone Project

FOOD BUSINESS IN CUENCA CITY



## PROBLEM DESCRIPTION

- Cuenca, Ecuador is a small city, essentially a tourist destination.
- Due to its denomination as Cultural Heritage of Humanity, it is visited by a large number of people from different parts of the world.
- The objective of this work will be to find the different types of restaurants and food places by categories and show their ranking.
- This information could guide to local investors to find new business opportunities.

	name	lat	lng
0	Bellavista	-2.881293	-79.005168
1	San Blas	-2.900793	-78.999998
2	Sucre	-2.901130	-79.015505
....			

## DATA SOURCE

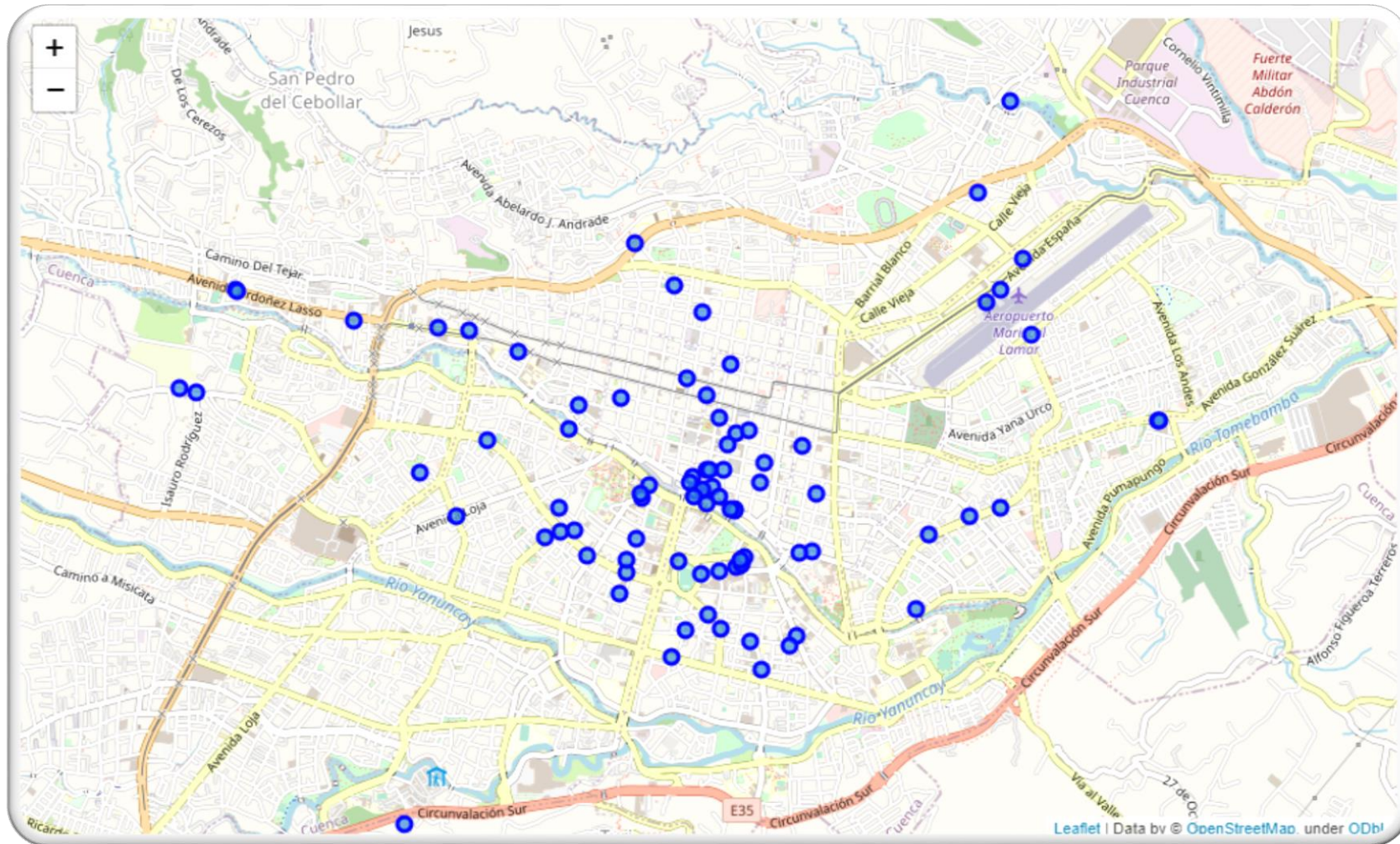
The data to be used will be the list of neighborhoods, publicly available on the local government site of the "Municipalidad de Cuenca" located at <http://ide.cuenca.gob.ec/geoportal-web/viewer.jsf> in the section "Parroquias Urbanas".

# METHODOLOGY

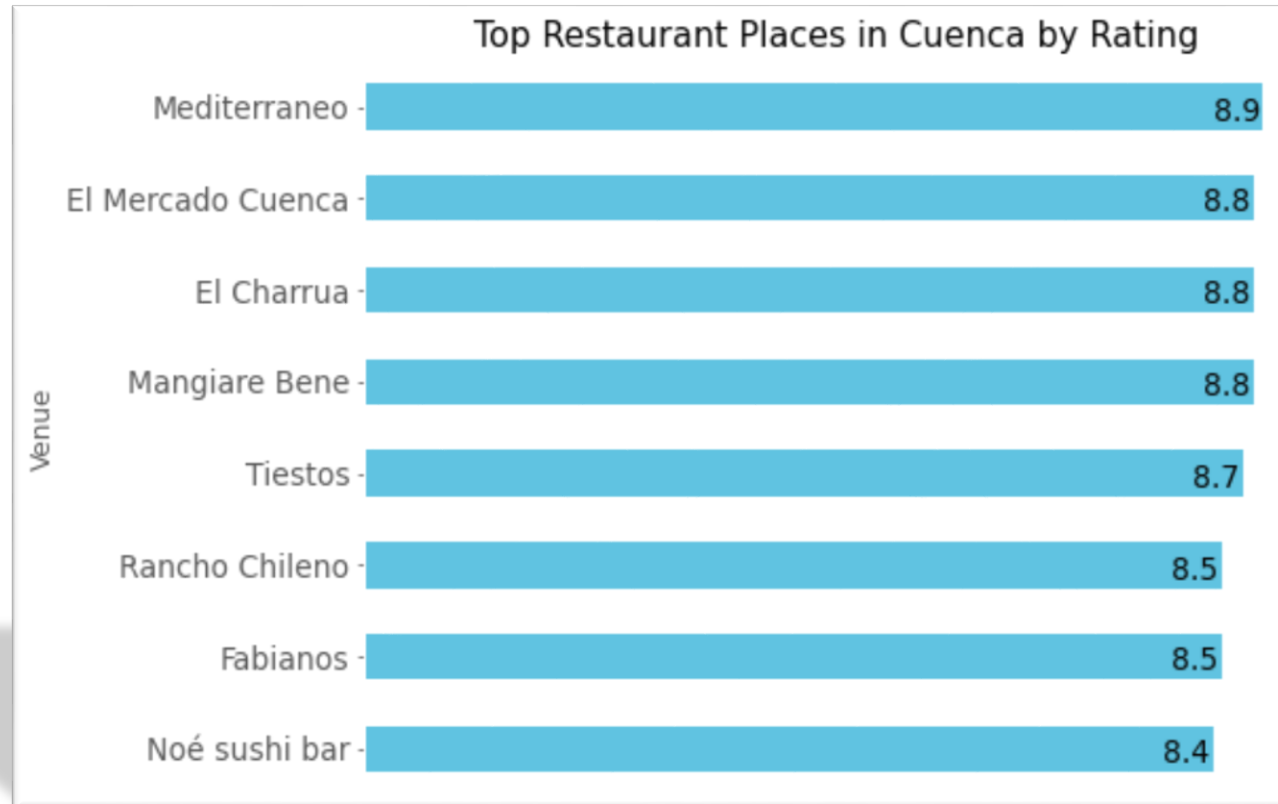
- With the previous information I will query the venues located around the center of each neighbor. The second step will be sort all the venues related to food business.

	Venue	Id	Rating
0	Picantes De Leo, Bellavista	50784860e4b06b24d94043af	7.4
1	Viko	505f554fe4b018ec7b9fd22b	n/a
2	El Rincon De Lucas	4e6eb68eb9933190ed2dd97c	8.2
3	Unagi Teppanyaki & sushibar	4f1b7702e4b08382322fb6c2	7.1
4	BQ Sport	4df304f6d4c01ff6b2eb0650	6.3

# MAP WITH ALL THE FOOD VENUES LOCATED



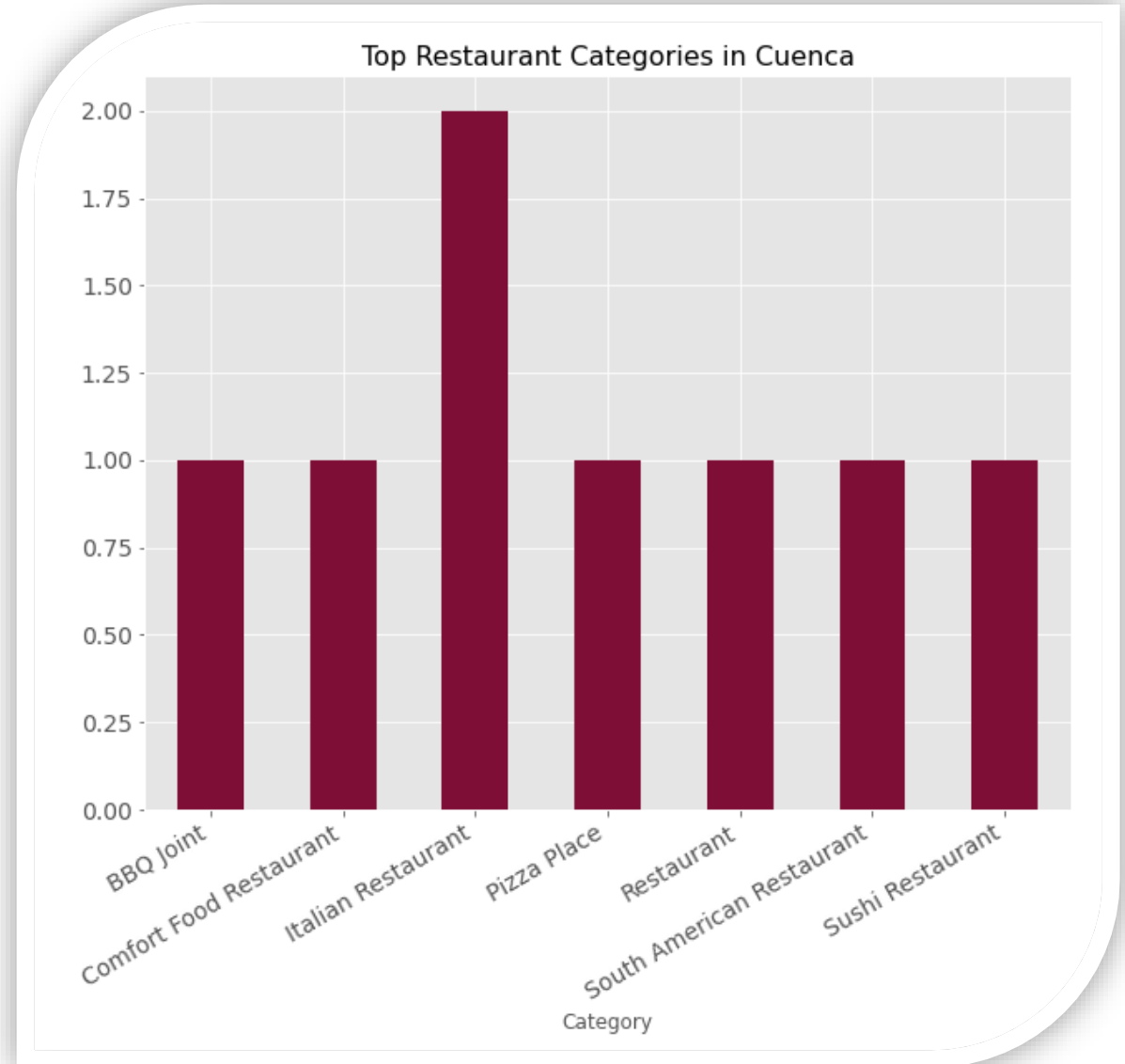
## RESULTS OBTAINED



I created a graphic bar to show the best places in the city of Cuenca, so with this information we can see that the Mediterranean restaurant has a rating of 8.9 according to the Foursquare rating.

## RESULTS OBTAINED

We can see that the Italian restaurant category has two places in the ranking of the highest rated restaurants in Cuenca, so we now have an idea of what type of restaurant is the most accepted in the city.







## CONCLUSION

The food business presents a wide business opportunity in the city of Cuenca, investors could find potential land for different types of food businesses, from small fast food places to gourmet restaurants.

The analysis of information through social networks is a fundamental source of valuable information, which provides us with knowledge about the preferences and predilections of users.