**Capstone Project - The Battle of Neighborhoods**

**Find the best place to open a Restaurant**

**In a city of your choice, if someone is looking to open a restaurant, where would you recommend that they open it?**

**1. Introduction**

**1.1. Business problem**

For these project I chose Bogota to answer the initial question. Bogotá is the capitol of Colombia, it`s the most populate city in the country with a total of almost eight million habitants. The total surface is 1.775 km2 and the GDP is in US$201.174 million, responsible for almost a quarter of the nation's total (24.7%). The city is divided in 20 localities and has 1.922 boroughs.

Bogota is home to central offices of the country, executive branch, legislative branch and judicial branch. The economic strength is associated with its financial maturity, its attractiveness to global companies and the quality of human capital. It`s consider to be the financial and commercial heart of Colombia, though to the most business activity of any city in the country. It is the leading destination for new foreign direct investment projects coming into Latin America and Colombia.

**1.2. Target audience**

* A foreign investor that wants open a new restaurant in Bogota.
* A business man how wants to understand the complexity of the different zones of the city, in order to have a more accurate decision.

**2. Data section**

First step, let's install the python packages

# 3. Methodology

## 3.1. Business Understanding

The aim of this project is to find the best neighborhood of Bogota to open a new restaurant.

## 3.2. Analytical Approach

The total number of neighborhoods in Bogota are 1.922 so we need to find a way to cluster them based on their similarities.

## 3.3. Data Exploration

To explore the data, I will create a python library that can have an interactive leaflet map using coordinate data.