

A decorative graphic on the left side of the slide, consisting of white lines and circles on a blue gradient background, resembling a circuit board or a stylized tree structure.

WHERE TO PLACE A CAFÉ IN ARICA

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FIND A GOOD PLACE IS ESSENTIAL IN MARKETING

- The principal reason of a shop failure is because it is bad located.
- A Good place impact directly in the amount of clients and in the daily income you could receive from your shop.
- This will help the people who wants to open a Café or other kind of shop and see how they can evaluate a Good place to locate a shop.

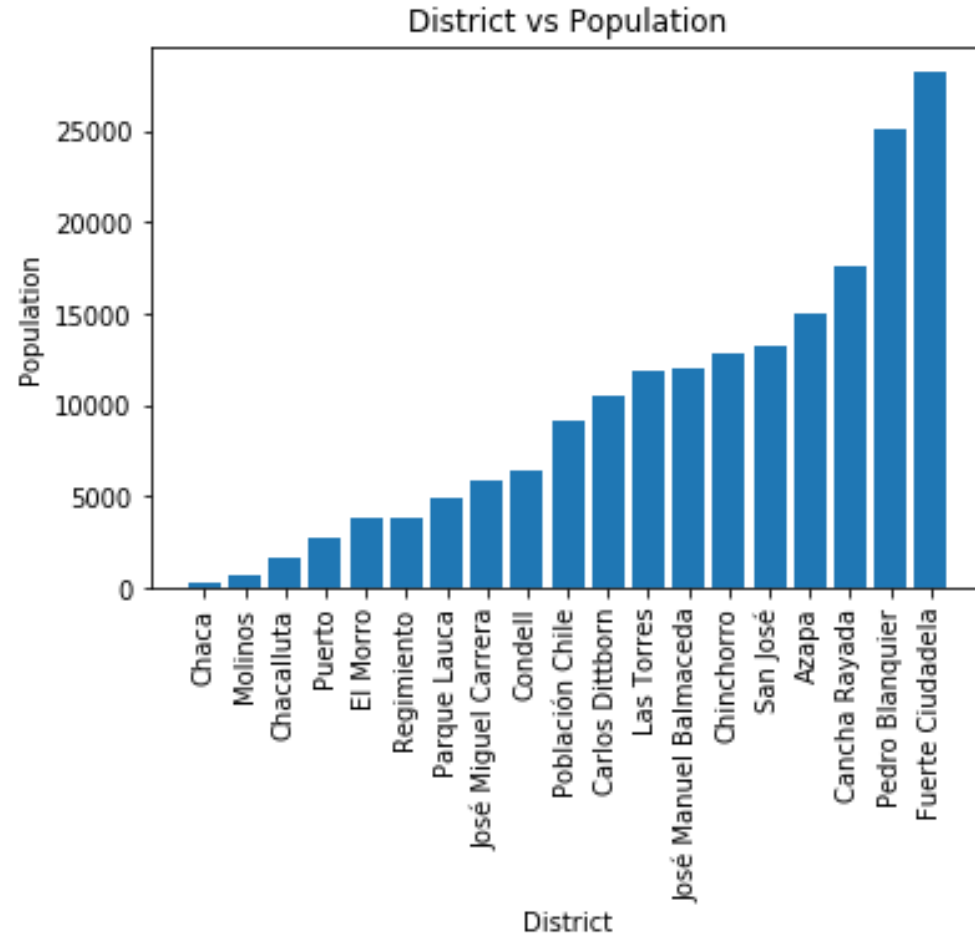
DATA ACQUISITION AND CLEANING

- Districts and locations found in INE Census
- Venues data obtained from the Foursquare Api.
- Raw data consist of 19 rows and 6 columns.
- Clean data has 13 rows and 5 columns.

THE DISTRICTS

- Information about the districts that are the main divisions of the city.

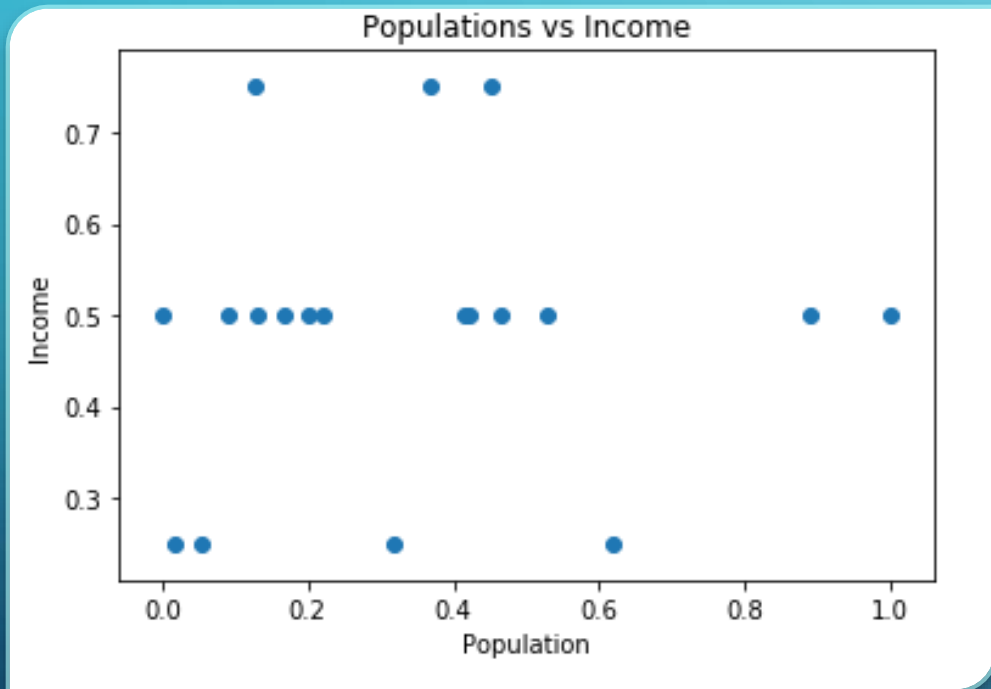
	District	Population	Latitude	Longitude	Income
0	Puerto	2744	-18.476137	-70.320458	0.50
1	Regimiento	3880	-18.472886	-70.312322	0.50
2	Chinchorro	12816	-18.465493	-70.302521	0.75
3	San José	13216	-18.470838	-70.292194	0.50
4	Azapa	14991	-18.466193	-70.278426	0.50
5	José Manuel Balmaceda	11984	-18.481534	-70.289966	0.50
6	Carlos Dittborn	10525	-18.487754	-70.298611	0.75
7	Parque Lauca	4934	-18.478699	-70.297719	0.50
8	José Miguel Carrera	5836	-18.482093	-70.302790	0.50
9	Condell	6358	-18.477089	-70.306425	0.50
10	Fuerte Ciudadela	28209	-18.492236	-70.306770	0.50
11	El Morro	3826	-18.481568	-70.314910	0.75
12	Pedro Blanquier	25131	-18.452575	-70.286289	0.50
13	Las Torres	11878	-18.485908	-70.278773	0.50



DISTRICT POPULATION

- There is a really big difference between the max and the min.

NO RELATION BETWEEN INCOME AND POPULATION



- No linear relation
- Not significant

DISTRICTS TOO FAR AWAY HAD TO BE DROPPED

- We want the shop to be close to the city

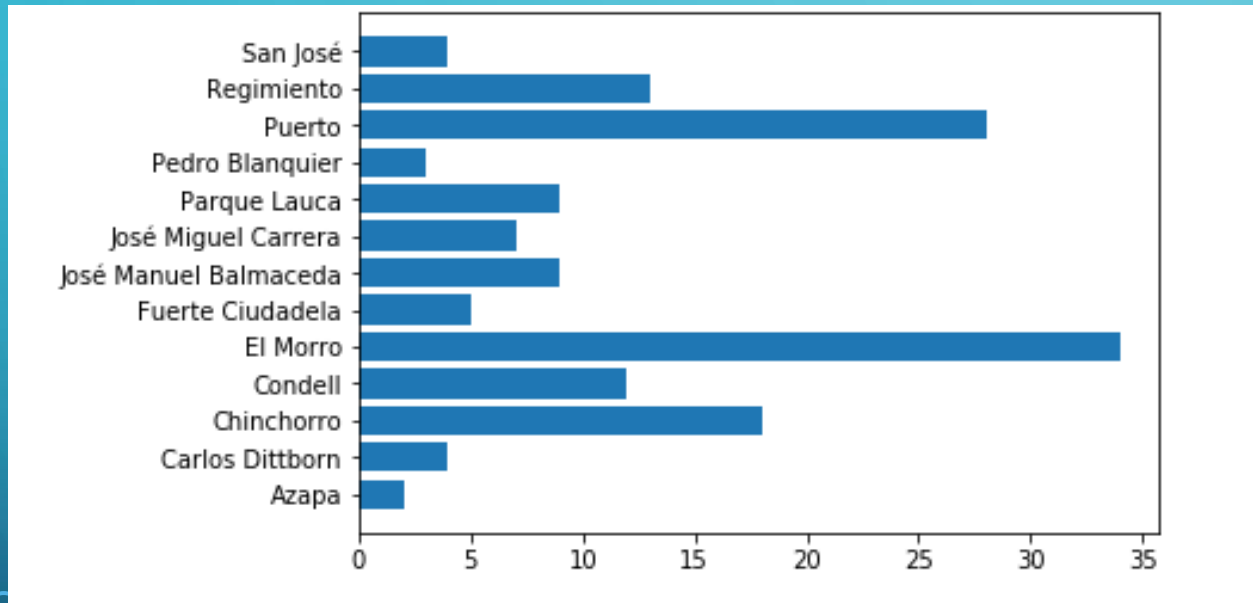


LOW INCOME DISTRICTS HAD TO BE DROPPED

- The people have to have an income the high enough to use it on buying in the store that we want to locate.



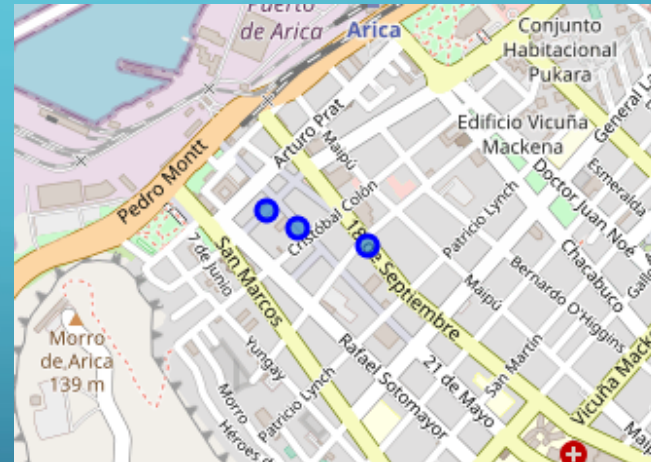
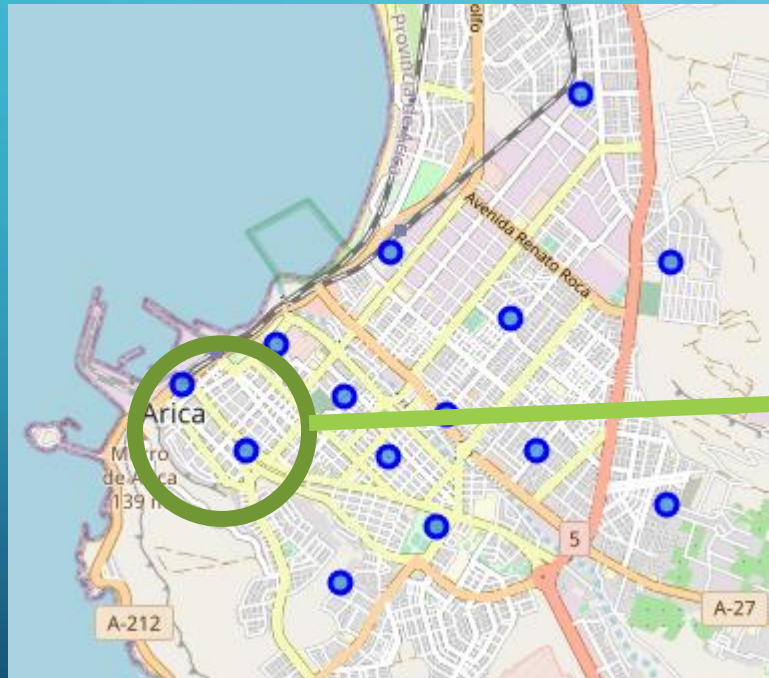
HIGHER VENUES MEANS MORE CLIENTS



- The only 3 café that exist in the city are located in the 2 Districts with the highest amount of venues

	District	District Latitude	District Longitude	Venue	Venue Latitude	Venue Longitude	Venue Category
13	Puerto	-18.476137	-70.320458	Benaki	-18.477841	-70.319844	Café
18	Puerto	-18.476137	-70.320458	Café del Mar	-18.478226	-70.319157	Coffee Shop
142	El Morro	-18.481568	-70.314910	Café Latino	-18.478584	-70.317591	Café

CAFÉ LOCATION



CHINCHORRO IS STATICALLY THE BEST PLACE

- Is the 3rd place with the highest amount of venues
- One of the places with highest income
- More than 10k habitants
- Has no cafe
- This mean that there is a need that can be fulfill placing a café, this Weill be benefital for the community and for the owner

WHAT TO DO

- Chinchorro has the enough conditions to be the perfect place to locate a café, now there is a need to evaluate the real place conditions to see if it is real life Good to place a café
- The statistic work is already made now you only have to check your real conditions and needs

CONCLUSION

- The work reveals a statistical correct result but it doesn't mean that it is correct, there are other facts that had to be considered like places where people work and like to go to a café with low amount of residents
- I make a call to always consider other facts, although the information here presented isn't wrong. It's good to have a reference but always check more than once.