

Which Business and where to start it

In Santiago, Chile

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Starting a new Business

- You want to start a new business? Two are the main question you have to respond:
 - What you want to offer?
 - Where will you offer it?
- Those are not easy task. If you make a mistake, it will mean a total failure and a lost of money
- The solution? Data

The Method

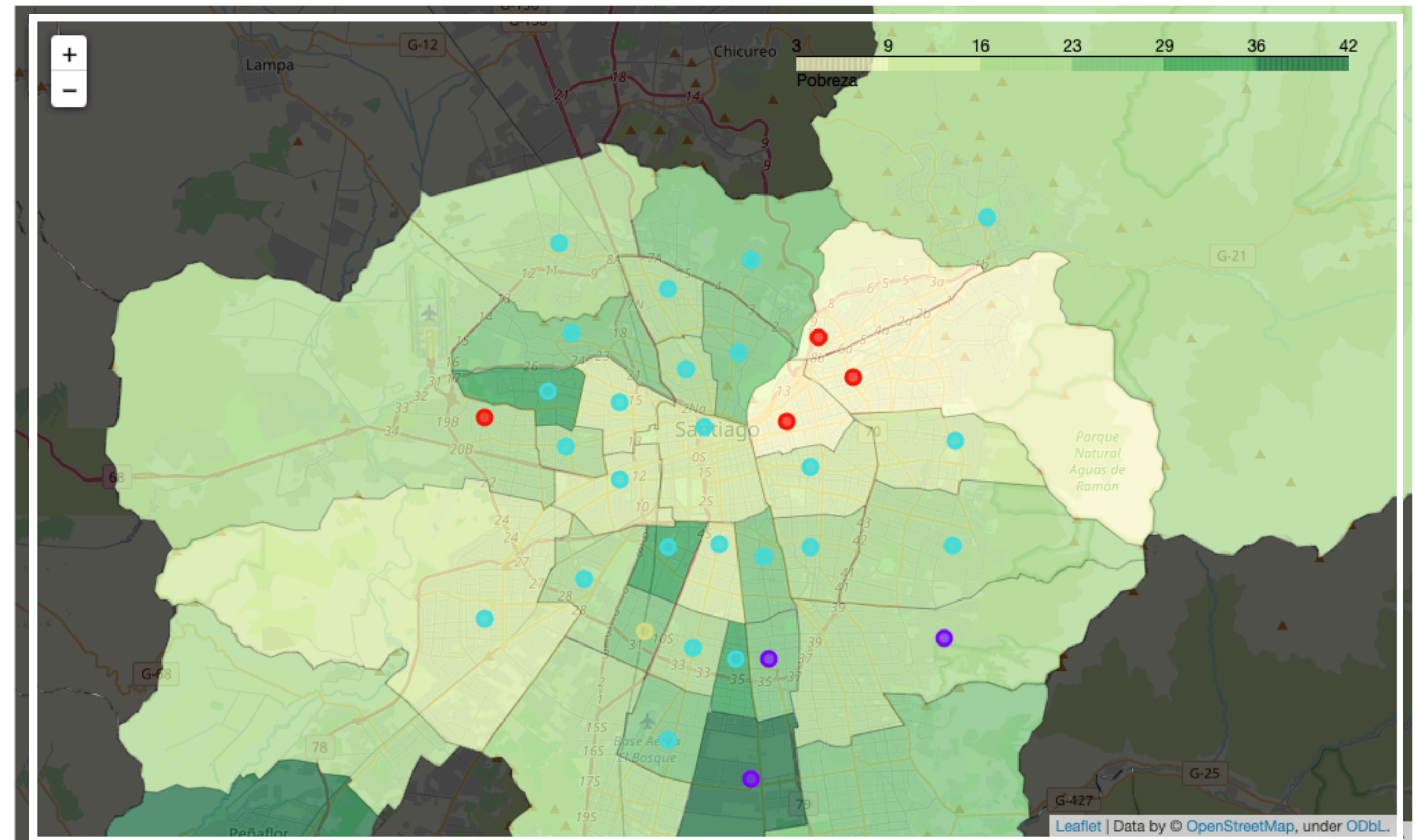
- In order to take a more informed decision, we can use Data
- Taking into account the distribution of population and their income in Santiago, Chile, we can decide where is the best place to start a business
- Considering what are the more common stores in other Comunas, we can find an opportunity!

Data

- From wikipedia we obtain the population and poverty index
- From Foursquare we obtain the venues in all Comunas of Santiago

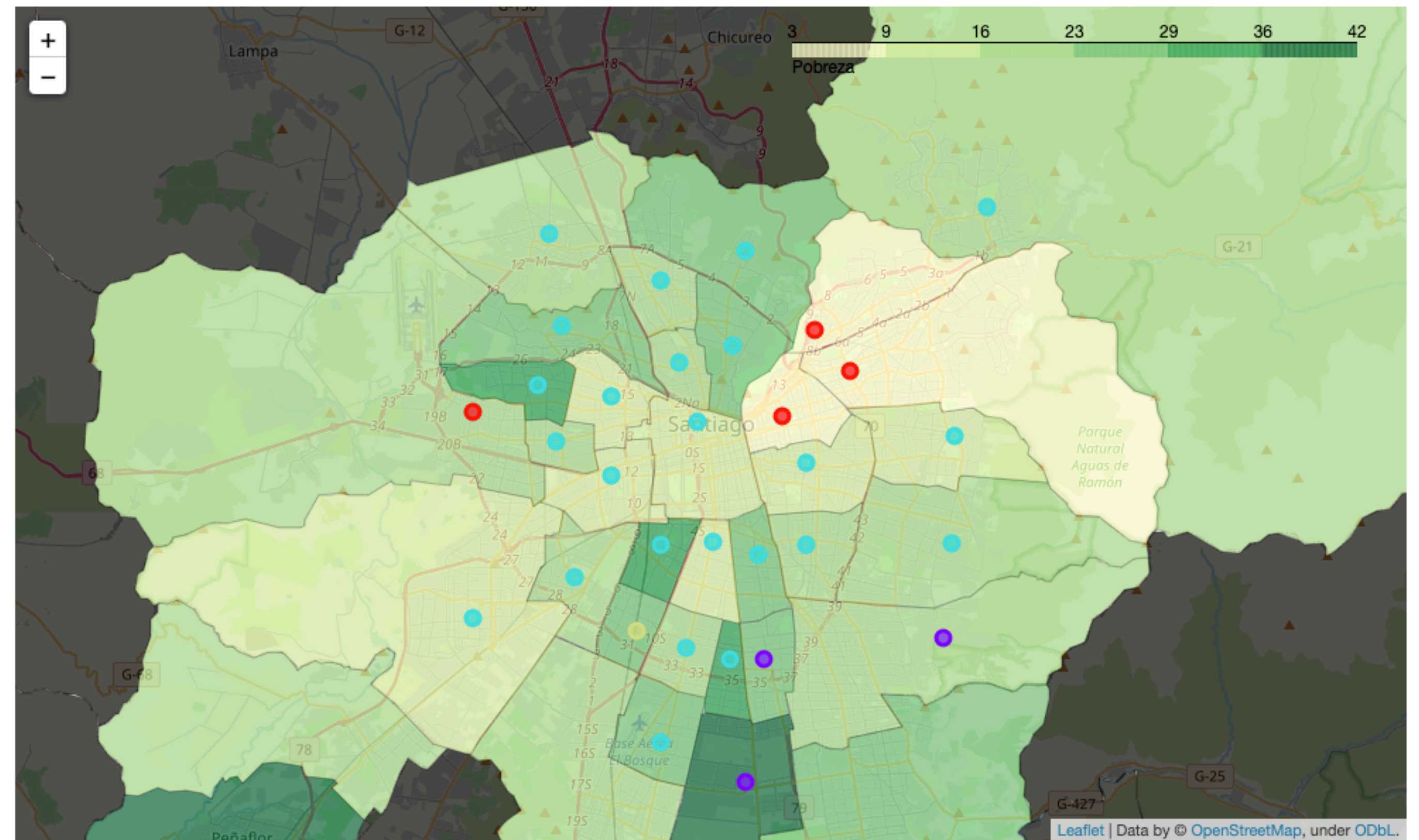
Results

- Using Foursquare we cluster the Comunas of Santiago.
- A Map of Santiago with both the clustering and the population does not gives un much information



Results

- On the other hand, using the poverty index, we see that the clustering isolates the more rich sector



Richer sectors

- The cluster with the richest people is dominated by Hotels and Parks.
- Since we want a place where a small business can start, we look at the cluster with more members.

	Comuna	Cluster Labels	0	1	2
13	Las Condes	0	Hotel	Bakery	Park
22	Providencia	0	Peruvian Restaurant	Pizza Place	Coffee Shop
23	Pudahuel	0	Hotel	Grocery Store	Park
31	Vitacura	0	Hotel	Peruvian Restaurant	Pizza Place

Common business

- Analyzing the data of more common business in the more massive clustering, we find that Restaurant in general, and Chinese, Sushi and Pizza restaurant in particular, dominates in many Comunas.
- Chinese need a big investment, while there are many famous brand of Pizza.
- A sushi restaurant, focusing on delivery looks like the best option

Picking a Comuna

- After analyzing the data, we find that Ñuñoa es one of our best options to start a business given the amount of population and their income.
- Can we start a Sushi restaurant here? Lets look at the most common stores:

19	Ñuñoa	2	Bakery	Pizza Place	Restaurant	Italian Restaurant	Café
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- The answer is yes.

Other option

- Dont want a sushi place? Using the same data, we find that in San Miguel a Coffee shop is the a better idea

29	San Miguel	2	Sushi Restaurant	Restaurant	Latin American Restaurant	Bakery	Plaza	South American Restaurant
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- As we can see, in this comuna the Sushi restaurant is already very common

Conclusions

- A sushi restaurant have many advantages:
 - Don't need a big starting investment
 - Can focus on delivery, reaching more people
 - Is not common en the selected Comuna
 - Is common in other places, implying that is a good opportunity