BEST BEER BAR LOCATION IN MILAN

CLAUDIO BRUTTI

A GOOD LOCATION IS THE PERFECT STARTING POINT

- Food and drink venues are very popular in Italy, and in Milan, finding a good place where to open a venue, without being overwhelmed by a crowd of similar venues in the near, it's very hard.

- A correct location is a key factor to have a good choice to ensure to have enough customers to run the business

DATA ACQUISITION AND CLEANING

- Street and CAP location from a webscraping of site http://www.omarpela.com/milano/cap-codice-di-avviamento-postale-vie-milano.html

- A Foursquare data set to retrieve all the venues in the proximity of each CAP center

DATA ANALYSIS

- The inherent nature of the problem pointed us to perform an analysis using a clusterization of the venues data to have a visual feedback of the results

- The clusterization will group different areas with similar characteristics.

- To filter our dataset with only significant data, we've included only drink related venues

- The clusterization method we've used was the K-means, which is an unsupervised algorithm, that allowed us to have a non-overlapping partitioning of the areas

ANALISYS RESULTS

- The group represented in orange has the characteristic of having as the most common venue a Brewery/Beer Bar.
- In all other groups, Beer bar are at most in third place.
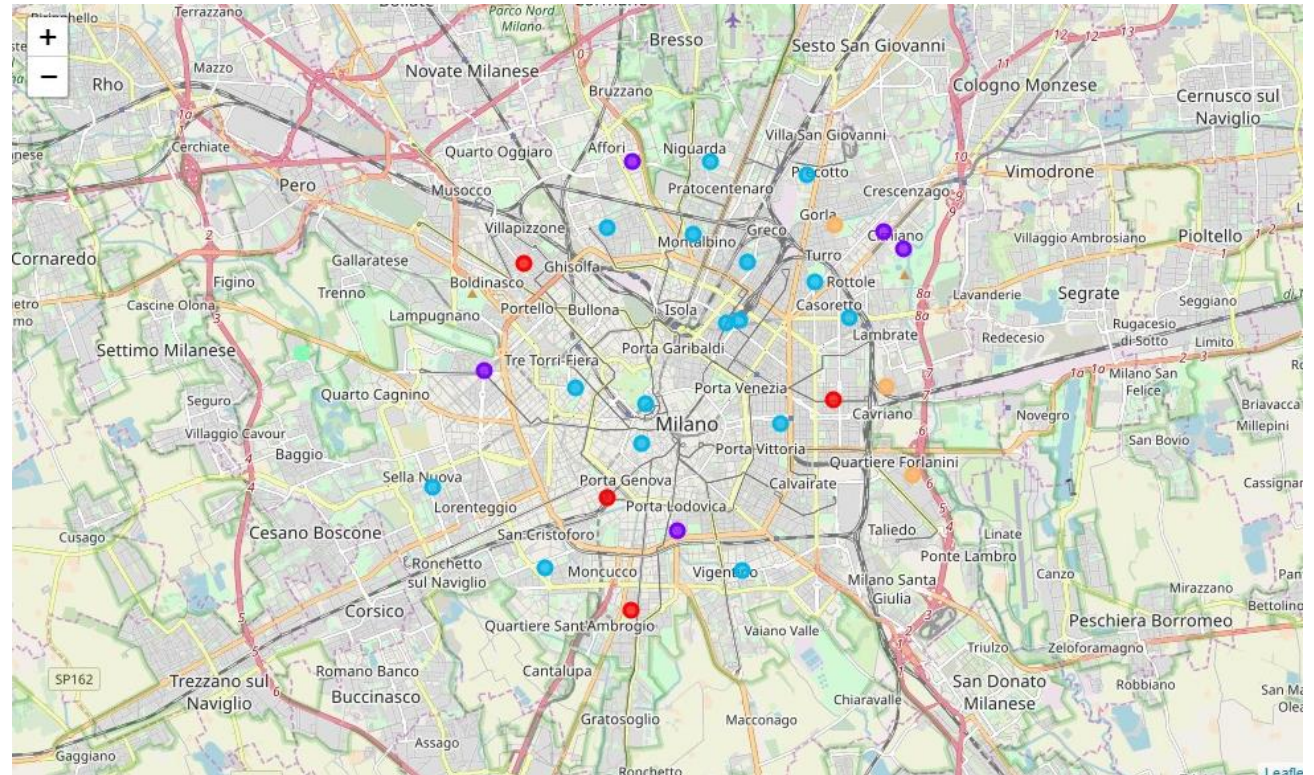
ANALISYS RESULTS (CONT.)

- The outer part of the city is the one where Beer bars are most common, and therefore more likely to have a good "audience"

- The eastern part is already full of those venues, so, it would be wise to choose the western part of the town in order not to set our location in an already overcrowded area.

CONCLUSION

- A good choice of location would be the outer western part of the city.

- All the CAPs of the group depicted in red, would be a good choice since they represent areas where Beer venues are almost absent.

- The **CAP 20156** area would be a good choice, since it's a red group and also in the outer western part of the city.