

## Data Section

Brazil is one of the most ethnically diverse countries in the world. At the 2015 census, had a population of 204,450,649. Of this number, 47,6% were Brown. It was the first time, that White populations was less than 50%.

The demography of Brazil is analysed by the Office for National Statistic and data (IBGE) is produced for each of the Greater Brazil wards, and it's 27 states. Brazil holds Brasilia, as it's capital. Brazil statistical sub-regions, each of the Parliamentary constituencies in Brasilia, and for all of Greater Brazil as a whole.

For our restaurant problem, we will focus on the São Paulo area, and work on getting the data from all the Liberdade area. Population is 5,069 people.

To solve our problem of finding a best location to start an Asian restaurant in Brazil, we need to datasets based on various parameters such as:

1. Population of target audience in all the areas of Liberdade based on their:

- Asian ethnicity
- Age
- Gender
- Marital Status
- Employment Status
- Income

2. We also need the data about the required Business floorspace and Rateable Value statistics of each borough.

3. Considering the competitors factor, we also need the data of extsing Licensed Restaurants in each borough.

4. And lastly we will also consider the borough level tourist and domestic annual spend estimates.

All the above required information is available at London Datastore, which is a free and open data-sharing portal where anyone can access data relating to the city. The data is available in XLS and CSV format, which we can download and can use as-is for solving our problem.

The link for the Brazil Datastore - <https://www.ibge.gov.br/>

Along with the above datasets we will also use the Foursquare location data to solve our problem.