**Capstone Project - The Battle of Neighborhoods**

**Introduction/Business Problem**

In Italy the industry of craft beer is growing more every year and with the group 'Unionbirrai' ('Unionbrewers' in english) the community is very active and its expansion can be visibly seen. More craft brewers, more types of beers, more ideas and more people involved; but in a city like Milan? Is possible to bring this tradition and exceed the industrial beer market?

The idea is to analyze the distribution of pub and bar and the distribution of cinema, thatres ecc… locations in Milan with Foursquare to see where a brew-pub with craftbeers can be opened.

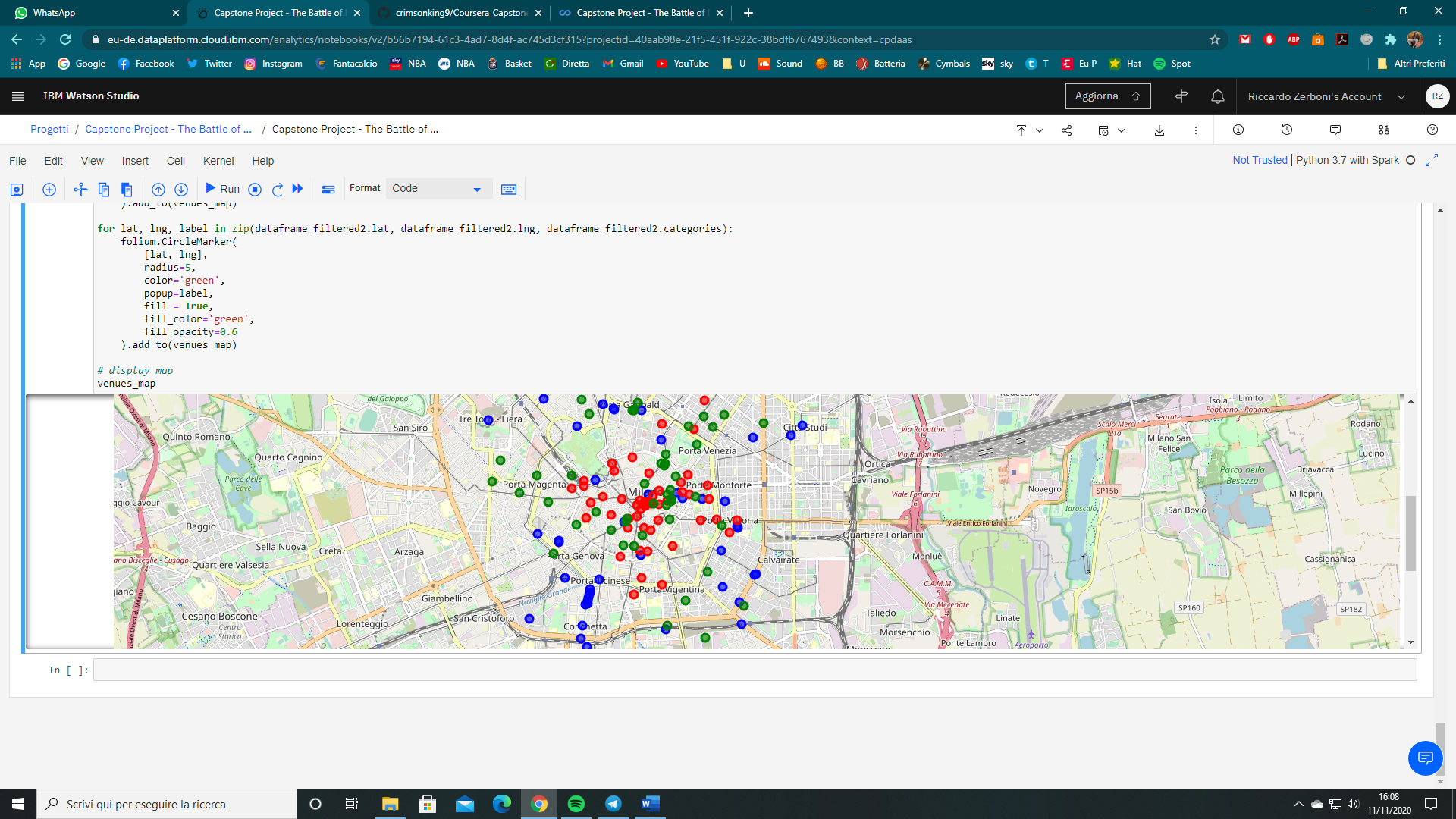
**Metodology**

Data are obtained through the function ‘search’ with Foursquare; the first time for pubs, the second for bars and the third for theatre, cinemas ecc…

Data obtained were processed into a dataframe and filtrated to have characteristics and position informations.

After this they are crossed together into a folium map to see and understand where are the best places to open a craft brew pub.

**Results**

****

We can see how heterogeneous the distribution of pubs, bars and entertainment places is. Anyway, there are some districts where there are few theatres/cinemas and no places where someone can have a good, icy craft beer.

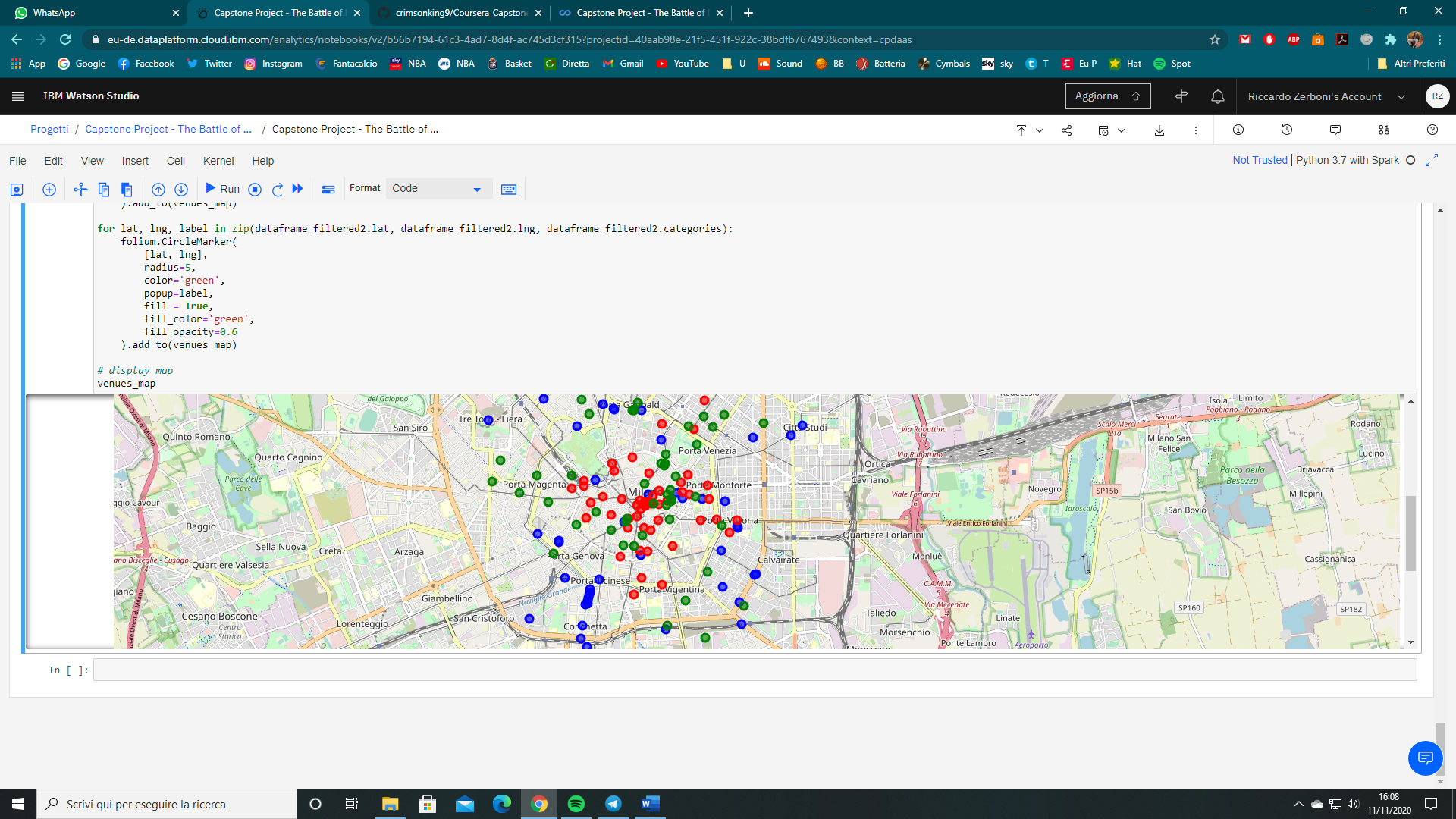
**Discussion**

Districts near Porta Magenta, Porta Venezia, or Porta Vigentina can be a good spot for a craft beer pub, although not in the city centre.

Anyway, other districts like Porta Garibaldi, Città Studi and the South-West part of the city centre can be good for an activity like this; in the city centre and its South-West part we can see lot of bars, but no pubs. Porta Garibaldi, Città studi (like other places or district) are characterized by a relative young aged public because of the train stations and the university; here a craft beer pub could be good anyway.

Even Tre torri could be a good place because it’s a modern district where night life could develop very soon.

Another thing that can be done is a collaboration with the only brewery In Milan: Birrificio Lambrate



**Notebook**

https://eu-de.dataplatform.cloud.ibm.com/analytics/notebooks/v2/b56b7194-61c3-4ad7-8d4f-ac745d3cf315/view?access\_token=c2c62040f05780722b4be817fa906c900e9943ae1d9dcb6e6691b32b2cc5ada0