

## **Analysis of Buenos Aires and Montevideo as Relocation Targets**

Prepared for the IBM Data Science Capstone

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## **Introduction**

For companies or individuals interesting in expanding business in the Rio Plata region of South America, Buenos Aires, Argentina and Montevideo, Uruguay offer interesting possibilities for residence. The cities offer a high quality of life, quality infrastructure, and good regional transport connections.

## **Business Problem**

This report supplies information about neighborhoods within Buenos Aires and Montevideo, which will assist expatriates in choosing a suitable area for residence.

Information about crime, transport, and education is available independent of this report. The neighborhood analysis is supplementary to this information, which is already available on the internet. The neighborhood analysis will provide clients with a good feel for the environment of the neighborhood by profiling the types of businesses and institutions nearby.

The report fulfills two objectives:

1. Identify comparable neighborhoods within the respective cities.
2. Assist clients in choosing between the cities and neighborhoods.

While many final relocation decisions require an onsite visit, the report will help clients to filter out unrealistic possibilities and make quicker and better decisions.

## **Target Audience**

The report targets expatriates relocating to the area, companies sending workers to the area, and people who are considering relocation for various reasons to the area.

## **Data Preparation**

The report utilizes two types of data.

First, the geo-coordinates of the neighborhoods of both cities have been extracted. The geo-data was taken by hand from Wikipedia, neighborhood by neighborhood for each city.

Second, venue data from Foursquare has been retrieved, processed, and summarized according to city and neighborhood.

## **Methodology**

Data files were created for each city including the following columns:

Neighborhood – a list of neighborhoods extracted from Wikipedia

Lat – the latitude of the neighborhood

Long – the longitude of the neighborhood

An extract was run against the Foursquare data for each neighborhood. The 100 record limit imposed by Foursquare makes it advantageous to perform many extracts at the most granular level of geographical definition.

K-means clustering was used to identify similar neighborhoods within each city. Choosing an appropriate k (or number of clusters) was simply a matter of observation.

## **Data Exploration**

Neighborhood sizes within both cities vary greatly. The radius used in the Foursquare extract was set to 1000 (meters). Setting the radius too small would cause venues to be excluded. Setting the radius too big would cause venues to be double counted. As the final report produces more of a “look and feel” than a precise answer, erring on the side of double counting seemed like the best option.

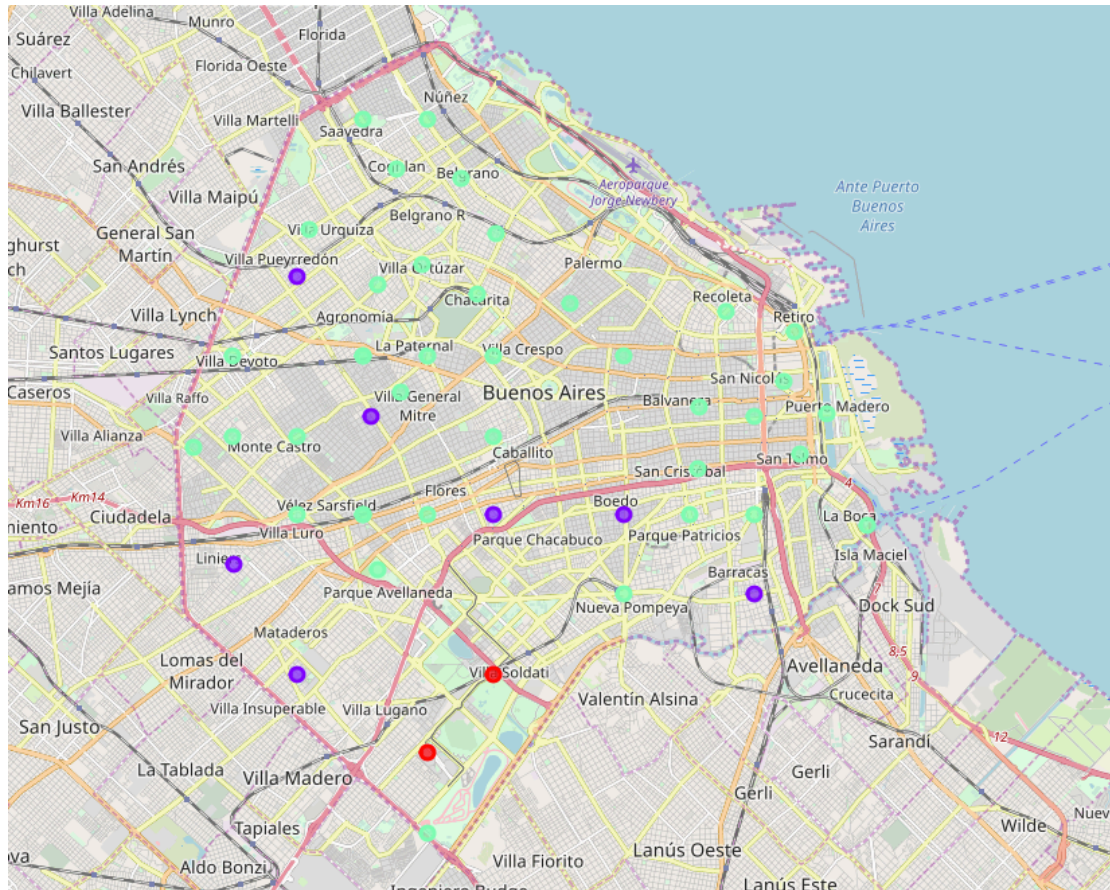
Buenos Aires has 48 neighborhoods with venues. Montevideo has 49 neighborhoods with venues. For Montevideo, there are 12 neighborhoods without venues.

Buenos Aires has 185 unique venue categories and Montevideo has 135 unique venue categories.

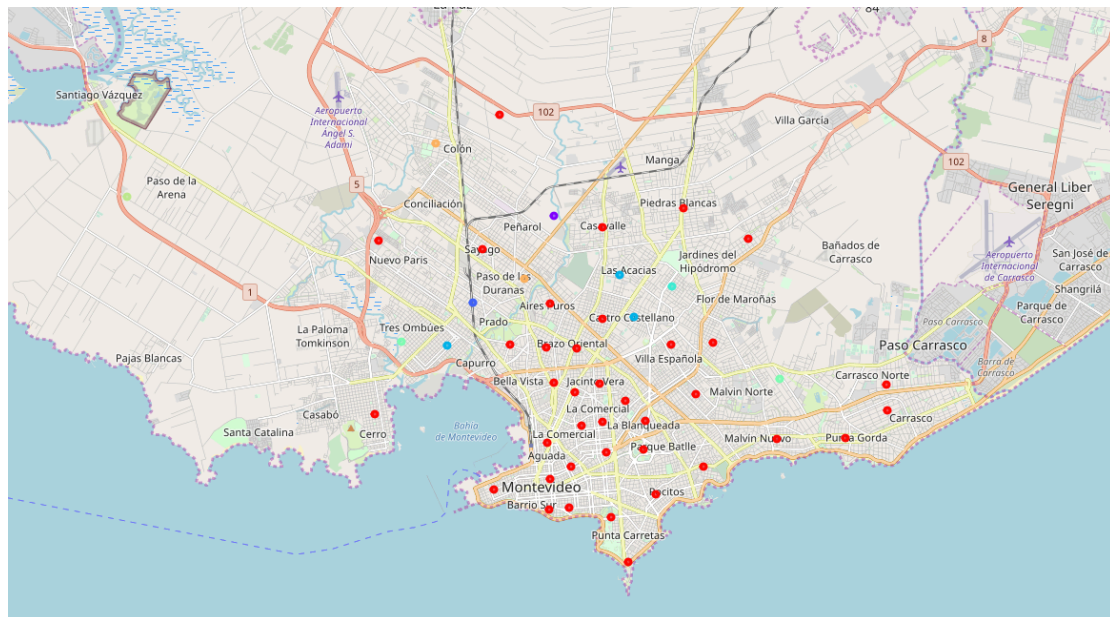
## **Results**

Buenos Aires has 3 discernible clusters. Montevideo has 9 clusters. For Buenos Aires, the clusters are not segregated. In Montevideo, the clusters are roughly divided into the core of the city and the periphery.

## Map of Buenos Aires Neighborhood Clusters



## Map of Montevideo Neighborhood Clusters



# Neighborhood Reports for Buenos Aires

Clients can review the detailed information for specific venue types, which may be significant for their specific situation.

## Cluster 0

	Neighborhood	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Most Common Venue	7th Most Common Venue	8th Most Common Venue	9th Most Common Venue	10th Most Common Venue
39	Villa Lugano	Grocery Store	Supermarket	Light Rail Station	Bus Stop	Yoga Studio	French Restaurant	Food Service	Food & Drink Shop	Fondue Restaurant	Flea Market
46	Villa Soldati	Light Rail Station	Soccer Stadium	Beer Bar	Yoga Studio	Falafel Restaurant	French Restaurant	Food Service	Food & Drink Shop	Fondue Restaurant	Flea Market

## Cluster 1

	Neighborhood	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Most Common Venue	7th Most Common Venue	8th Most Common Venue	9th Most Common Venue	10th Most Common Venue
3	Barracas	Argentinian Restaurant	Park	Electronics Store	Grocery Store	Yoga Studio	Falafel Restaurant	French Restaurant	Food Service	Food & Drink Shop	Fondue Restaurant
5	Boedo	Argentinian Restaurant	Intersection	Grocery Store	Ice Cream Shop	Pizza Place	French Restaurant	Food Service	Food & Drink Shop	Fondue Restaurant	Flea Market
15	Liniers	Argentinian Restaurant	Burger Joint	Bike Shop	Pizza Place	Yoga Studio	Farmers Market	Furniture / Home Store	French Restaurant	Food Service	Food & Drink Shop
16	Mataderos	Argentinian Restaurant	Soccer Stadium	Café	History Museum	Yoga Studio	Falafel Restaurant	French Restaurant	Food Service	Food & Drink Shop	Fondue Restaurant
23	Parque Chacarabuco	Athletics & Sports	Ice Cream Shop	Grocery Store	Mediterranean Restaurant	Gym	Pizza Place	Latin American Restaurant	Beer Bar	Restaurant	Argentinian Restaurant
42	Villa Pueyrredón	Ice Cream Shop	Argentinian Restaurant	Train Station	Bus Station	Soccer Field	Nightclub	Fast Food Restaurant	Tennis Court	Electronics Store	Grocery Store
45	Villa Santa Rita	Ice Cream Shop	Argentinian Restaurant	Pizza Place	Pharmacy	Soccer Field	Sports Club	Café	Yoga Studio	Falafel Restaurant	Food Service

## Cluster 2

	Neighborhood	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Most Common Venue	7th Most Common Venue	8th Most Common Venue	9th Most Common Venue	10th Most Common Venue
0	Agronomía	Design Studio	Bus Stop	Jewish Restaurant	Athletics & Sports	Snack Place	Photography Studio	Coffee Shop	Grocery Store	Falafel Restaurant	Food Service
1	Almagro	Café	Theater	Bakery	Pizza Place	Pub	Martial Arts Dojo	Empanada Restaurant	Deli / Bodega	Coffee Shop	Gym / Fitness Center
2	Belvanera	Pizza Place	Argentinian Restaurant	Japanese Restaurant	Spanish Restaurant	Hotel	Café	Bar	Sandwich Place	Coffee Shop	Fast Food Restaurant
4	Belgrano	Coffee Shop	Pizza Place	Bookstore	Ice Cream Shop	Argentinian Restaurant	Italian Restaurant	Vegetarian / Vegan Restaurant	Tea Room	Burger Joint	Smoke Shop
6	Caballito	Soccer Stadium	Grocery Store	Bistro	Pizza Place	Bus Station	Stadium	Sports Club	Coffee Shop	Soccer Field	Basketball Court
7	Chacarita	Pizza Place	Argentinian Restaurant	Bar	Bakery	Brewery	Spanish Restaurant	Dessert Shop	Office	Farmers Market	Coffee Shop
8	Coghlan	Argentinian Restaurant	Café	Pizza Place	Brewery	BBQ Joint	Gym / Fitness Center	Bakery	Food Service	History Museum	Bus Stop
9	Colegiales	Bakery	Pizza Place	Restaurant	Coffee Shop	Café	Hotel	Furniture / Home Store	Supermarket	Lounge	Brewery
10	Constitución	Restaurant	Café	Cultural Center	Skate Park	Bus Station	Plaza	Performing Arts Venue	Fondue Restaurant	Flea Market	Fast Food Restaurant
11	Flores	Pharmacy	Pizza Place	Intersection	Café	Bakery	Sports Club	Lounge	Metro Station	Nightclub	Fast Food Restaurant
12	Floresta	Deli / Bodega	Pharmacy	Café	Ice Cream Shop	Cheese Shop	Plaza	Restaurant	Pizza Place	Athletics & Sports	Theater
13	La Boca	Arts & Crafts Store	Pizza Place	Seafood Restaurant	Coffee Shop	Performing Arts Venue	Yoga Studio	Event Space	Food Service	Food & Drink Shop	Fondue Restaurant
14	La Paternal	Pizza Place	Art Gallery	Women's Store	BBQ Joint	Deli / Bodega	Bus Stop	Bookstore	Bus Station	Grocery Store	Gym / Fitness Center
17	Monte Castro	Coffee Shop	Italian Restaurant	Argentinian Restaurant	Plaza	Café	Event Space	French Restaurant	Food Service	Food & Drink Shop	Fondue Restaurant
18	Montserrat	Spanish Restaurant	Hotel	Nightclub	Hostel	Café	Argentinian Restaurant	Coffee Shop	Bookstore	Pizza Place	Italian Restaurant
19	Nueva Pompeya	Pizza Place	Thrift / Vintage Store	Department Store	Fast Food Restaurant	English Restaurant	French Restaurant	Food Service	Food & Drink Shop	Fondue Restaurant	Flea Market
20	Núñez	Pizza Place	Restaurant	Ice Cream Shop	Brewery	Café	BBQ Joint	Coffee Shop	Steakhouse	Deli / Bodega	Plaza
21	Palermo	Cocktail Bar	Coffee Shop	Bar	Beer Bar	Burger Joint	Hotel	Argentinian Restaurant	BBQ Joint	Deli / Bodega	Pizza Place
22	Parque Avellaneda	Intersection	Playground	Park	Toll Booth	History Museum	Athletics & Sports	Breakfast Spot	Donut Shop	Dog Run	French Restaurant
24	Parque Chas	Plaza	Bakery	Bistro	Café	Pizza Place	Grocery Store	Event Space	Food Service	Food & Drink Shop	Fondue Restaurant
25	Parque Patricios	Pizza Place	Grocery Store	Athletics & Sports	Park	Metro Station	Bakery	Yoga Studio	Falafel Restaurant	French Restaurant	Food Service
26	Puerto Madero	Argentinian Restaurant	Coffee Shop	Hotel Bar	Café	Sushi Restaurant	Hotel	Ice Cream Shop	Italian Restaurant	Seafood Restaurant	Fast Food Restaurant
27	Recoleta	Hotel	Ice Cream Shop	Café	Argentinian Restaurant	Deli / Bodega	Hotel Bar	Tea Room	Coffee Shop	Bakery	Chocolate Shop
28	Retiro	Hotel	Café	Coffee Shop	Italian Restaurant	Argentinian Restaurant	Hotel Bar	Pizza Place	Sushi Restaurant	Plaza	Gym / Fitness Center
29	Saavedra	Restaurant	Beer Bar	Park	Bar	Gaming Cafe	French Restaurant	Food Service	Food & Drink Shop	Fondue Restaurant	Flea Market
30	San Cristóbal	Argentinian Restaurant	Bus Stop	Dessert Shop	Pharmacy	Furniture / Home Store	Metro Station	Supermarket	Sushi Restaurant	Grocery Store	Gym
31	San Nicolás	Coffee Shop	Café	Restaurant	Theater	Burger Joint	Argentinian Restaurant	Hotel	Pizza Place	Theme Restaurant	Bistro
32	San Telmo	Argentinian Restaurant	Bar	Café	Pizza Place	Hotel	Ice Cream Shop	Coffee Shop	Deli / Bodega	Beer Bar	BBQ Joint
33	Valez Street	Deli / Bodega	Pharmacy	Café	Ice Cream Shop	Cheese Shop	Plaza	Pizza Place	Restaurant	Athletics & Sports	Theater
34	Versalles	Rock Club	Motorcycle Shop	Bus Stop	Cheese Shop	Yoga Studio	Falafel Restaurant	Food Service	Food & Drink Shop	Fondue Restaurant	Flea Market
35	Villa Crespo	Soccer Field	Electronics Store	Deli / Bodega	Food Service	Italian Restaurant	Café	Pizza Place	BBQ Joint	Falafel Restaurant	Food & Drink Shop
36	Villa del Parque	Design Studio	Bus Stop	Jewish Restaurant	Athletics & Sports	Snack Place	Photography Studio	Coffee Shop	Grocery Store	Falafel Restaurant	Food Service
37	Villa Devoto	Coffee Shop	Café	Restaurant	Italian Restaurant	Beer Bar	Ice Cream Shop	Hot Dog Joint	Dog Run	Convenience Store	Plaza
38	Villa General Mitre	Ice Cream Shop	Gym	Restaurant	Bus Stop	Soccer Stadium	Burger Joint	Spanish Restaurant	Department Store	Historic Site	Hotel
40	Villa Luro	BBQ Joint	Ice Cream Shop	Pizza Place	Event Space	Bus Stop	Social Club	Garden Center	Tennis Court	Bank	Bakery
41	Villa Ortíz	BBQ Joint	Argentinian Restaurant	Gym / Fitness Center	Intersection	Music Venue	Mexican Restaurant	Supermarket	Bus Stop	Rock Club	Bakery
43	Villa Real	Bus Stop	Tennis Court	Intersection	Gym	Plaza	Pharmacy	Bus Station	Metro Station	Bakery	Sports Club
44	Villa Riachuelo	Go Kart Track	Racetrack	Park	Furniture / Home Store	Yoga Studio	Food Service	Food & Drink Shop	Fondue Restaurant	Flea Market	Fast Food Restaurant
47	Villa Urquiza	Bus Stop	Soccer Field	Pizza Place	Gym	Basketball Court	Tennis Court	Yoga Studio	Falafel Restaurant	Food Service	Food & Drink Shop

# Nighborhood Reports for Montevideo

Clients can review the detailed information for specific venue types, which may be significant for their specific situation.

## Cluster 0

	Neighborhood	Cluster Labels	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Most Common Venue	7th Most Common Venue	8th Most Common Venue	9th Most Common Venue	10th Most Common Venue
0	Aguada	0	Restaurant	Deli / Bodega	Mediterranean Restaurant	Plaza	Train Station	Convenience Store	Mobile Phone Shop	BBQ Joint	Food & Drink Shop	Football Stadium
1	Aires Puros	0	General Entertainment	Lounge	Garden	Women's Store	Food & Drink Shop	Fried Chicken Joint	Fountain	Football Stadium	Food Truck	Food Court
2	Atahualpa	0	Gastropub	Soccer Field	Bakery	Ice Cream Shop	Diner	Dive Bar	Electronics Store	Falafel Restaurant	Fast Food Restaurant	Flea Market
4	Barrio Sur	0	Bar	Pub	Comfort Food Restaurant	Steakhouse	Basketball Stadium	Bakery	Coffee Shop	Athletics & Sports	Wine Bar	South American Restaurant
6	Brazo Oriental	0	Gym	Bus Station	BBQ Joint	Breakfast Spot	Women's Store	Fried Chicken Joint	Fountain	Football Stadium	Food Truck	Food Court
7	Buceo	0	Clothing Store	Hotel	Women's Store	Sporting Goods Shop	Pizza Place	Coffee Shop	Soccer Field	South American Restaurant	Café	Shopping Mall
8	Capurro Bella Vista	0	Bakery	Food & Drink Shop	BBQ Joint	Nightclub	Basketball Court	Ice Cream Shop	Pizza Place	Plaza	Fast Food Restaurant	Flea Market
9	Carrasco	0	Deli / Bodega	Tea Room	American Restaurant	Art Museum	Pharmacy	Fried Chicken Joint	Fountain	Football Stadium	Food Truck	Food Court
10	Carrasco Norte	0	Bakery	Park	Deli / Bodega	Bus Station	Fried Chicken Joint	Fountain	Football Stadium	Food Truck	Food Court	Women's Store
12	Casavalle	0	Convenience Store	Taxi Stand	Women's Store	Food & Drink Shop	Fried Chicken Joint	Fountain	Football Stadium	Food Truck	Food Court	Food
14	Centro	0	Hotel	Restaurant	Pizza Place	Theater	Bakery	Sandwich Place	Café	Furniture / Home Store	Convenience Store	Bar
15	Cerrito	0	Recording Studio	Athletics & Sports	Fried Chicken Joint	Dessert Shop	Electronics Store	Falafel Restaurant	Dive Bar	Fast Food Restaurant	Flea Market	Garden
16	Cerro	0	Ice Cream Shop	Pizza Place	Basketball Stadium	Sports Club	Plaza	Electronics Store	Falafel Restaurant	Fast Food Restaurant	Flea Market	Furniture / Home Store
17	Ciudad Vieja	0	BBQ Joint	Restaurant	Café	Coffee Shop	Hotel	South American Restaurant	Plaza	Art Museum	Snack Place	Chocolate Shop
19	Colon Sureste Abayuya	0	Football Stadium	Lounge	Women's Store	Food	Fried Chicken Joint	Fountain	Food Truck	Food Court	Food & Drink Shop	Flea Market
21	Cordon	0	Pizza Place	Bar	Basketball Court	Supermarket	Plaza	Theater	South American Restaurant	Convenience Store	Music Venue	Soccer Field
22	Figurita	0	Restaurant	Dessert Shop	Convenience Store	Plaza	Pizza Place	Nightclub	Ice Cream Shop	Gym	Gun Range	Diner
25	Jaquito Vera	0	Restaurant	Hotel	Falafel Restaurant	Lounge	Moving Target	Food & Drink Shop	Fried Chicken Joint	Fountain	Football Stadium	Food Truck
27	La Blanqueada	0	Pizza Place	Latin American Restaurant	Athletics & Sports	Pharmacy	Soccer Stadium	Basketball Court	Women's Store	Food	Football Stadium	Food Truck
28	La Comercial	0	Restaurant	BBQ Joint	Ice Cream Shop	Grocery Store	Electronics Store	Athletics & Sports	Convenience Store	Middle Eastern Restaurant	Art Gallery	Fried Chicken Joint
31	LanaEga	0	Plaza	Soccer Field	Auto Garage	Flea Market	Fountain	Football Stadium	Food Truck	Food Court	Food & Drink Shop	Food
35	Malvin	0	Beach	Spa	Food & Drink Shop	Video Store	Plaza	Dessert Shop	Pharmacy	Park	BBQ Joint	Flea Market
38	MareEas Parque Guarani	0	Gym / Fitness Center	Kitchen Supply Store	Food	Fried Chicken Joint	Fountain	Football Stadium	Food Truck	Food Court	Food & Drink Shop	Women's Store
40	Nuevo Paris	0	Pizza Place	Women's Store	Food	Fried Chicken Joint	Fountain	Football Stadium	Food Truck	Food Court	Food & Drink Shop	Flea Market
41	Palermo	0	Restaurant	Gym / Fitness Center	Coffee Shop	Bar	Stadium	Comfort Food Restaurant	Deli / Bodega	Scenic Lookout	Convenience Store	Pizza Place
42	Parque Norte	0	Coffee Shop	Restaurant	Bakery	Hotel	Sushi Restaurant	Pizza Place	Convenience Store	Flea Market	Museum	Food
46	Piedras Blancas	0	Gift Shop	ATM	Supermarket	Pharmacy	Soccer Field	Convenience Store	Athletics & Sports	Garden	Electronics Store	Falafel Restaurant
47	Pocitos	0	Gym / Fitness Center	Pizza Place	Convenience Store	Restaurant	BBQ Joint	Ice Cream Shop	Dessert Shop	Supermarket	Bar	Pub
48	Pique Surta Villa D'orinos	0	Soccer Stadium	Sculpture Garden	Pizza Place	Restaurant	Track Stadium	Museum	Athletics & Sports	Medical Center	Flea Market	Food Court
49	Prado Nueva Savona	0	Nightclub	Tennis Court	Plaza	Irish Pub	Gastropub	Gym	BBQ Joint	Soccer Field	Park	Mediterranean Restaurant
50	Punta Carretas	0	Hotel	Gastropub	BBQ Joint	Restaurant	Clothing Store	Theater	Café	Bed & Breakfast	Museum	Music Venue
51	Punta Gorda	0	Women's Store	Supermarket	Fast Food Restaurant	Plaza	Spanish Restaurant	Restaurant	Athletics & Sports	Furniture / Home Store	Diner	Dive Bar
52	Punta Rieles Bella Italia	0	Soccer Field	Photography Studio	Pharmacy	Lounge	Bar	Flea Market	Football Stadium	Food Truck	Food Court	Food & Drink Shop
54	Sayago	0	Soccer Field	Food	Ice Cream Shop	Convenience Store	Furniture / Home Store	Fountain	Football Stadium	Food Truck	Food Court	Food & Drink Shop
55	Tres Cruces	0	Restaurant	Electronics Store	Sandwich Place	Ice Cream Shop	Pizza Place	Plaza	Hotel	Mobile Phone Shop	Coffee Shop	Food Court
57	Union	0	Gastropub	Soccer Field	Bakery	Dive Bar	Electronics Store	Falafel Restaurant	Fast Food Restaurant	Flea Market	Diner	Garden
58	Villa Española	0	Convenience Store	Pizza Place	Women's Store	Food & Drink Shop	Fried Chicken Joint	Fountain	Football Stadium	Food Truck	Food Court	Flea Market
60	Villa Muñoz Retiro	0	Italian Restaurant	Basketball Court	Motorcycle Shop	Café	Department Store	Arts & Crafts Store	Gay Bar	Falafel Restaurant	Fast Food Restaurant	Flea Market

## Cluster 1

	Neighborhood	Cluster Labels	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Most Common Venue	7th Most Common Venue	8th Most Common Venue	9th Most Common Venue	10th Most Common Venue
53	Reducto	1	Gun Range	Women's Store	Food & Drink Shop	Fried Chicken Joint	Fountain	Football Stadium	Food Truck	Food Court	Food	Garden

## Cluster 2

	Neighborhood	Cluster Labels	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Most Common Venue	7th Most Common Venue	8th Most Common Venue	9th Most Common Venue	10th Most Common Venue
5	Belvedere	2	Women's Store	Garden	Diner	Dive Bar	Electronics Store	Falafel Restaurant	Fast Food Restaurant	Flea Market	Food	Food & Drink Shop

## Cluster 3

	Neighborhood	Cluster Labels	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Most Common Venue	7th Most Common Venue	8th Most Common Venue	9th Most Common Venue	10th Most Common Venue
13	Castro Castellanos	3	Soccer Field	Grocery Store	Pizza Place	Women's Store	Football Stadium	Food Truck	Food Court	Food & Drink Shop	Food	Fast Food Restaurant
30	La Teja	3	Soccer Field	Women's Store	Food	Fried Chicken Joint	Fountain	Football Stadium	Food Truck	Food Court	Food & Drink Shop	Flea Market
32	Las Acacias	3	Food Truck	Soccer Field	Women's Store	Food	Fried Chicken Joint	Fountain	Football Stadium	Food Court	Food & Drink Shop	Flea Market

## Cluster 4

	Neighborhood	Cluster Labels	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Most Common Venue	7th Most Common Venue	8th Most Common Venue	9th Most Common Venue	10th Most Common Venue
24	Iruzoingo	4	Bakery	Women's Store	Fried Chicken Joint	Fountain	Football Stadium	Food Truck	Food Court	Food & Drink Shop	Food	Garden

## Cluster 5

	Neighborhood	Cluster Labels	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Most Common Venue	7th Most Common Venue	8th Most Common Venue	9th Most Common Venue	10th Most Common Venue
33	Las Canteras	5	Pharmacy	Food	Fried Chicken Joint	Fountain	Football Stadium	Food Truck	Food Court	Food & Drink Shop	Women's Store	Irish Pub
56	Tres Ombres Polo Victoria	5	Pharmacy	Food	Fried Chicken Joint	Fountain	Football Stadium	Food Truck	Food Court	Food & Drink Shop	Women's Store	Irish Pub



## Cluster 6

	Neighborhood	Cluster Labels	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Most Common Venue	7th Most Common Venue	8th Most Common Venue	9th Most Common Venue	10th Most Common Venue
43	Paso de la Arena	6	Beach	Women's Store	Food & Drink Shop	Fried Chicken Joint	Fountain	Football Stadium	Food Truck	Food Court	Food	Garden

## Cluster 7

	Neighborhood	Cluster Labels	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Most Common Venue	7th Most Common Venue	8th Most Common Venue	9th Most Common Venue	10th Most Common Venue
18	Colon Centro y Noroeste	7	Public Art	Historic Site	Women's Store	Food	Fountain	Football Stadium	Food Truck	Food Court	Food & Drink Shop	Fast Food Restaurant
44	Paso de las Duranas	7	History Museum	Historic Site	Women's Store	Food	Fountain	Football Stadium	Food Truck	Food Court	Food & Drink Shop	Fast Food Restaurant

## Cluster 8

	Neighborhood	Cluster Labels	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Most Common Venue	7th Most Common Venue	8th Most Common Venue	9th Most Common Venue	10th Most Common Venue
40	Nuevo Paris	8	Pizza Place	Women's Store	Food	Fried Chicken Joint	Fountain	Football Stadium	Food Truck	Food Court	Food & Drink Shop	Flea Market
58	Villa Española	8	Convenience Store	Pizza Place	Women's Store	Food & Drink Shop	Fried Chicken Joint	Fountain	Football Stadium	Food Truck	Food Court	Flea Market

## Discussion

Buenos Aires seems to offer two slightly different clusters along with a third cluster which seems to have characteristics of a area on the periphery of the city.

Montevideo shows multiple clusters but seems to be divided between core and periphery along with some niche areas, e.g. one cluster with “Gun Range” as the most common venue.

The client can assume some degree of homogeneity within the larger clusters, but detailed information should be reviewed prior to making a decision.

## Conclusion

This report has provided information about neighborhoods within Buenos Aires, Argentina and Montevideo, Uruguay based on the most common venues in each neighborhood.

Hopefully, clients are able to make more informed, better and quicker decisions based on the information.

## Appendix

Data Sources:

Foursquare

Wikipedia

[https://en.wikipedia.org/wiki/Barrios\\_of\\_Montevideo](https://en.wikipedia.org/wiki/Barrios_of_Montevideo)

[https://es.wikipedia.org/wiki/Barrios\\_de\\_la\\_ciudad\\_de\\_Buenos\\_Aires](https://es.wikipedia.org/wiki/Barrios_de_la_ciudad_de_Buenos_Aires)