



A wine lover in Milan

Introduction: Business Problem

- Objective: find an optimal neighborhood for a wine lover in Milan
- Target: people who love wine and are willing to relocate to Milan
- Criteria: the neighborhood with highest number of wine bars win

Data

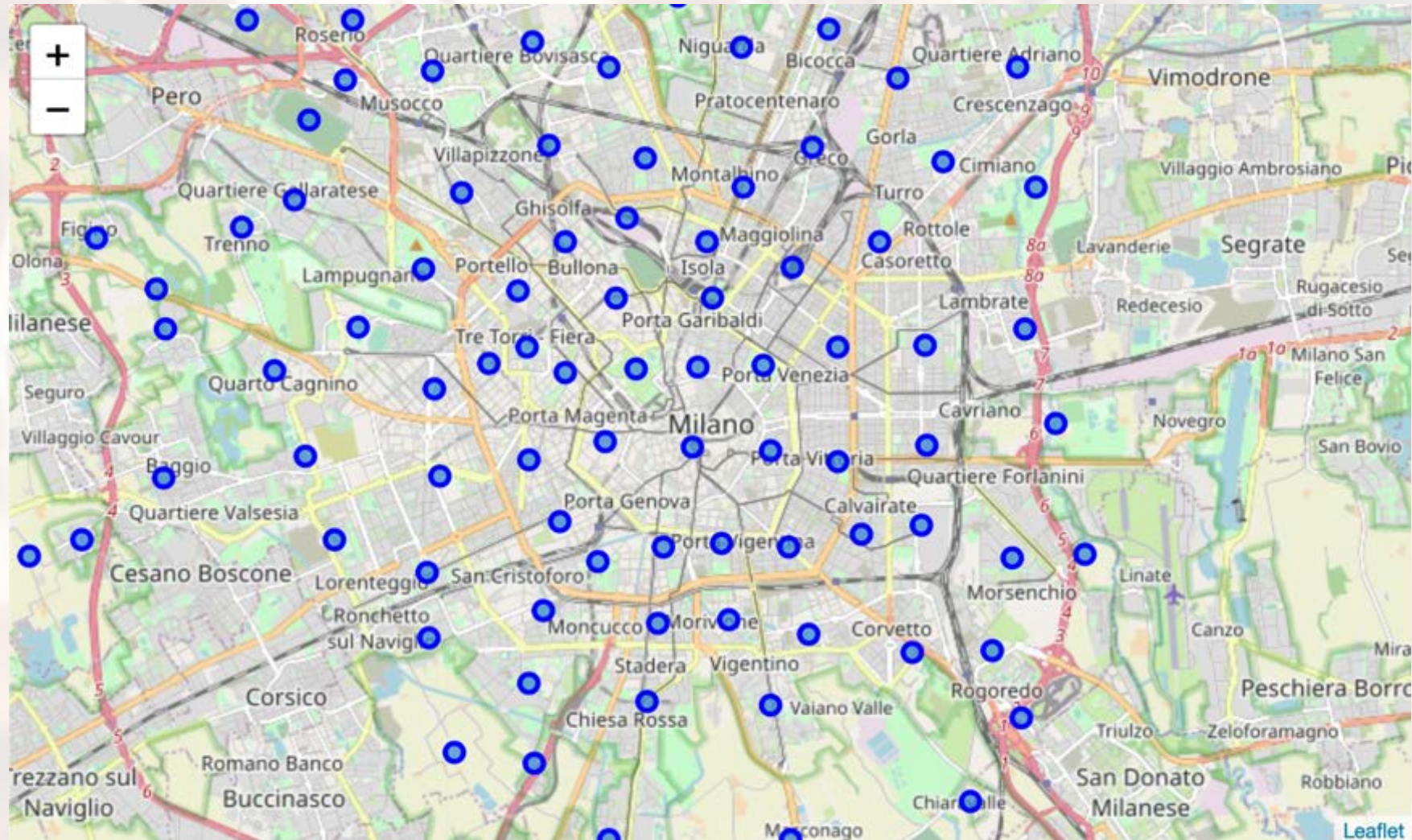
- Scraped neighborhood geo-data (neighborhood name, latitude, longitude) from the municipality website, structured as below

Neighborhood	Longitude	Latitude
RONCHETTO SUL NAVIGLIO - Q.RE LODOVICO IL MORO	9.137260	45.438460
TRENNO	9.101675	45.492822
PORTELLO	9.153947	45.484490
BOVISASCA	9.156731	45.517433
PARCO NORD	9.184235	45.523514

Methodology

- Limit radius to 500m around each neighborhood center.
- Plot the map of Milan identifying the neighborhoods centers
- Build a data-frame containing all wine bars venues for each neighborhood
- Group by neighborhood to find out the total number of wine bars
- Plot the results in a bar chart

Map of Milan

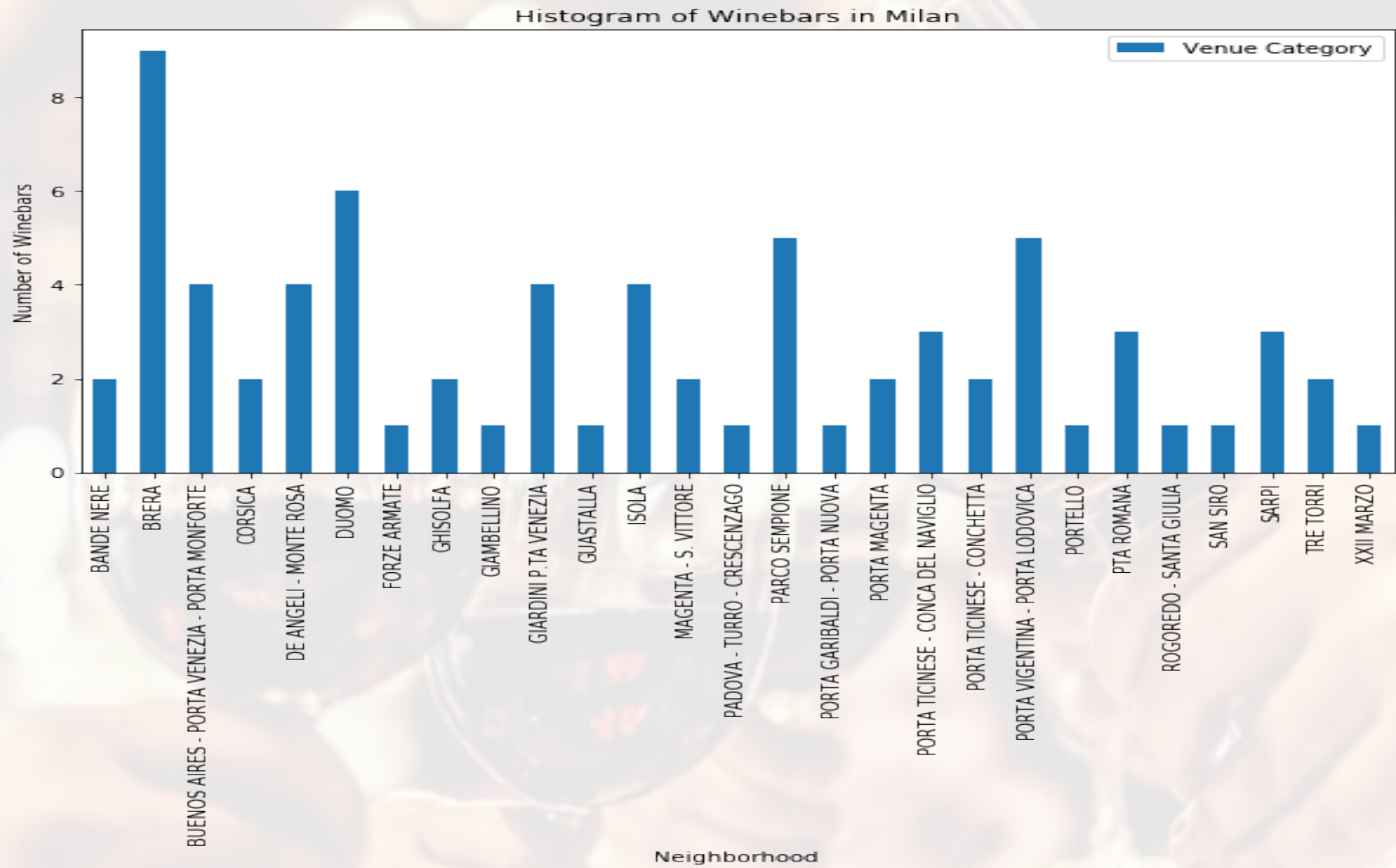


Analysis

- Merge neighborhoods coordinates and selected venues
- Filter "Wine bars" only
- Group by neighborhood counting the number of wine bars
- Plot the results in a bar chart

	Neighborhood	Neighborhood Latitude	Neighborhood Longitude	Venue	Venue Latitude	Venue Longitude	Venue Category
0	PORTELLO	45.484490	9.153947	Urban Food	45.487050	9.155120	Wine Bar
1	ISOLA	45.490894	9.189617	Il Borsieri	45.489456	9.189092	Wine Bar
2	ISOLA	45.490894	9.189617	Cantine Milano	45.490012	9.190418	Wine Bar
3	ISOLA	45.490894	9.189617	Ebrezza	45.488365	9.189756	Wine Bar
4	ISOLA	45.490894	9.189617	Frida	45.488718	9.187129	Cocktail Bar

	# of Wine Bars
Neighborhood	
BANDE NERE	2
BRERA	9
BUENOS AIRES - PORTA VENEZIA - PORTA MONFORTE	4
CORSICA	2
DE ANGELI - MONTE ROSA	4
DUOMO	6
FORZE ARMATE	1
GHISOLFA	2
GIAMBELLINO	1
GIARDINI P.TA VENEZIA	4
GUASTALLA	1
ISOLA	4
MAGENTA - S. VITTORE	2
PADOVA - TURRO - CRESCENZAGO	1
PARCO SEMPIONE	5
PORTA GARIBALDI - PORTA NUOVA	1
PORTA MAGENTA	2
PORTA TICINESE - CONCA DEL NAVIGLIO	3
PORTA TICINESE - CONCHETTA	2
PORTA VIGENTINA - PORTA LODOVICA	5
PORTELLO	1
PTA ROMANA	3
ROGOREDO - SANTA GIULIA	1
SAN SIRO	1
SARPI	3
TRE TORRI	2
XXII MARZO	1



Results and discussion

- Only 27 out of 83 neighborhoods include at least one wine bar.
- Higher concentration of wine bars in the most central neighborhoods
- The winner neighborhood is Brera

Conclusion

- Milan is a great city for this kind of research
- Identified more than one nice location to live and spend good time
- The best solution will be to live near the city center, between Brera and Duomo.