

# USING DATA SCIENCE TO FIND LOCATIONS TO OPEN A ICE CREAM SHOP IN SALVADOR

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## Introducion - Salvador

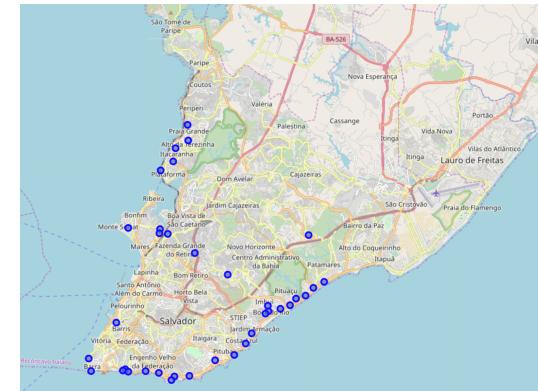
- Salvador is the 4<sup>th</sup> biggest city in Brazil
- Warm weather
- 50 km of beaches
- Popular touristic destination

# Problem

Where to open a ice cream  
shop in Salvador ?

# DATA

FourSquare



	<b>id</b>	<b>name</b>	<b>categories</b>	<b>lat</b>	<b>lng</b>
<b>0</b>	4bce20f1ef109521f18c8386	Praia do Porto da Barra	Beach	-13.003226	-38.532317
<b>2</b>	4f50b31de4b0a3428a690578	Praia da Paciência	Beach	-13.010340	-38.499790
<b>3</b>	4cc4668ef4967600188e72d5	Praia do Buracão	Beach	-13.013216	-38.483506
<b>4</b>	520755f893cd1bf12924f72	Praia da Barra	Beach	-13.010119	-38.531048
<b>5</b>	4d97688597d06ea878331b0b	Praia de Ondina	Beach	-13.009268	-38.511682
<b>6</b>	4eftb21a4d5fb46882a67295	Praia de Boa Viagem	Beach	-12.930216	-38.509697
<b>7</b>	4dba3ca66a23e2822d9b2dd	Praia do Rio Vermelho	Beach	-13.011269	-38.492438
<b>9</b>	507f15b7e4b08ec3d1a29645	Praia da Ribeira	Beach	-12.931015	-38.491591
<b>11</b>	5234947b1d2a87016d720e1	Praia Madre de Deus	Beach	-12.93546	-38.487054
<b>14</b>	4c221fde9390c906da01cad0	Praia Jardim de Alah	Beach	-12.994726	-38.442606
<b>15</b>	4d21d53a756e8cfaf6c2b7954	Praia de Amaralina	Beach	-13.012939	-38.474799

# Methodology

- Create a dataframe with name, latitude, longitude for each beach
- For each beach:
  - Locate ice cream shops close up to 300 meters
  - Create a list of beaches lacking ice cream shop

# RESULTS

25 beaches were identified,  
lacking a close ice cream shop