



IDENTIFYING SÃO PAULO'S CUISINE OPPORTUNITIES

Vitor H. S. Ferreira

SÃO PAULO, BRAZIL

- Most populous city in Brazil
- Highest GDP in Southern hemisphere
- Targeted by immigrants from around the globe since its inception



SÃO PAULO, BRAZIL

- Neighborhoods from different nationalities
- Restaurants typical of such nationalities in those neighborhoods attract customers
 - ✓ Locals looking for food from their country of origin
 - ✓ Tourists looking for authentic gastronomic experiences



OBJECTIVE

- Identify local opportunities to open restaurants in specific neighborhoods in the city of São Paulo (Brazil)
- Based on:
 - ✓ The immigrants of such neighborhood
 - ✓ The cuisines most dominant in each specific neighborhood



DATA

- Postal code of São Paulo's neighborhoods
 - Extracted from <http://cep.la/baixar>
- Geolocation of each neighborhood
 - From geopy API (<https://geopy.readthedocs.io/en/stable/#>)
- Immigration origin for each neighborhood
 - Scraped from https://pt.wikipedia.org/wiki/Lista_dos_bairros_paulistanos_por_imigra%C3%A7%C3%A3o
- Restaurants available near each neighborhood
 - From Foursquare API (<https://developer.foursquare.com/>)



IMMIGRATION IN NEIGHBORHOODS

- Most neighborhoods contain immigrants from Northeastern Brazil, Italy, Portugal, and Germany



RESTAURANT OPPORTUNITIES

- The neighborhoods with the most variety of opportunities for restaurants of different cuisines are Bom Retiro, Chácara Flora, Lapa, and Vila Mariana



Some exotic cuisines may present risks

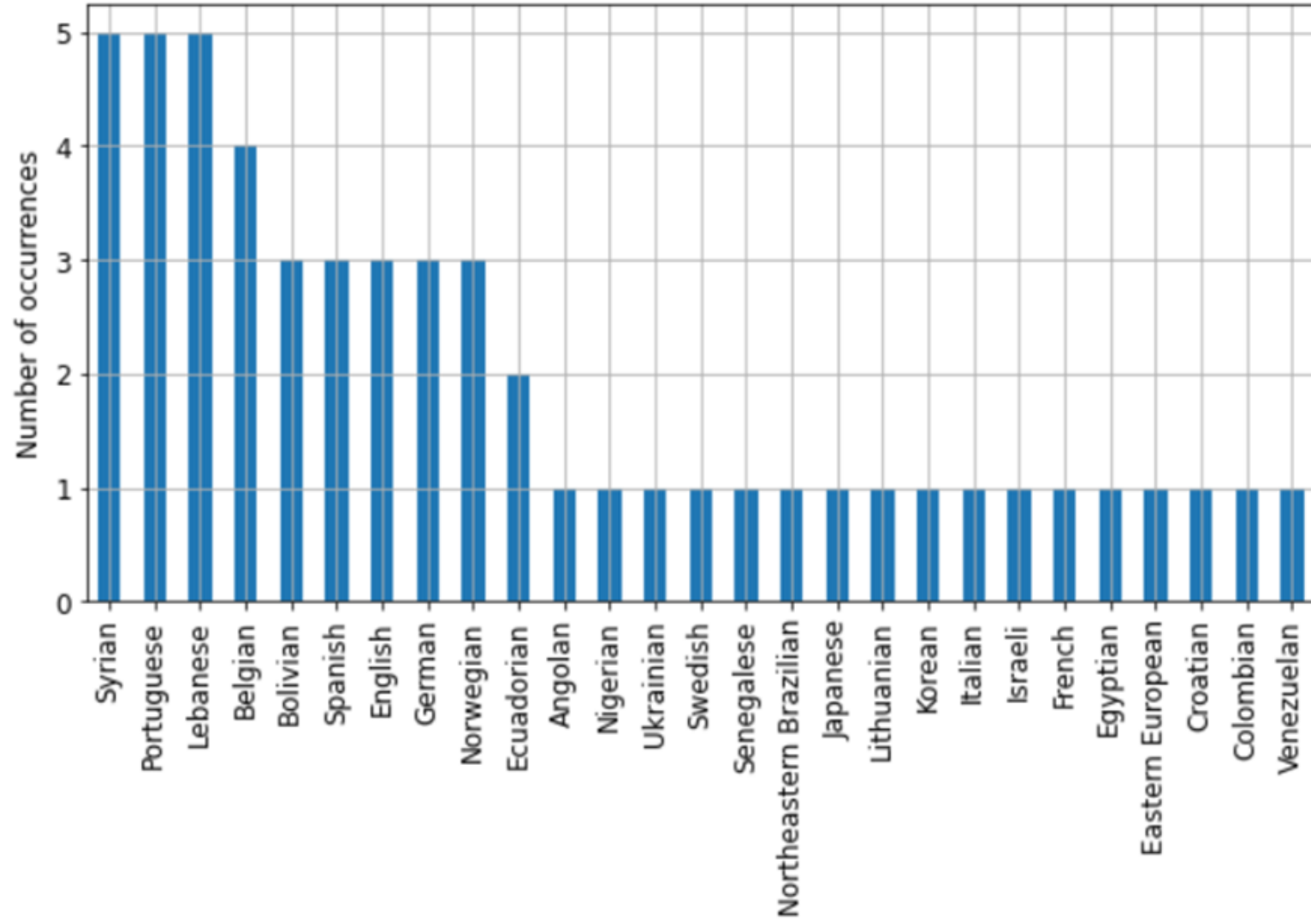
Neighborhood	Opportunities
Bom Retiro	Syrian, Ecuadorian, Korean, Bolivian, Italian, Lebanese, Venezuelan
Chácara Flora	Norwegian, Portuguese, English, Spanish
Lapa	Syrian, Portuguese, Lebanese, English, Spanish
Vila Mariana	Lithuanian, Syrian, German, Lebanese

RESTAURANT OPPORTUNITIES

- Most restaurant opportunities in Syrian, Portuguese and Lebanese cuisines



Some exotic cuisines may present risks





CONCLUSIONS

- Restaurants of cuisines aligned with the immigration origin of neighborhoods can attract local and tourist customers
- In São Paulo, there are 25 neighborhoods with opportunities for new restaurants in 27 different cuisines
- The neighborhoods with the most variety of opportunities are Bom Retiro, Chácara Flora, Lapa, and Vila Mariana
- The cuisines with most of the opportunities are Syrian, Portuguese and Lebanese
- São Paulo has a considerable amount of portuguese immigrants, so this may prove a less risky opportunity for a new restaurant