

## **Business Case Introduction**

A big restaurant franchise wants to explore new markets open new stores in the touristic region of Lake Como, Italy.

Before proceed with their project they decided to proceed with a viability analysis considering local populations size and how they are distributed in the region and the existent restaurants that are installed in the zone.

## **Data Description**

To proceed with the data analysis initially and give an answer to the board of the franchise I modelled the problem. I would like to investigate the price level of restaurants in the area of the province and their rating.

The first step of my analysis was scratch data from a public data set that contained all Italian cities names and postal codes. After, I retrieved statistical data from istat, that is the statistical department of Italian government. The demographic data had been download to a CSV file that is available on my github.

In the first version of the code I used foursquare database, but I saw that their database for the region in very poor, considering that the application in not very used by locals. So I decide to retriive data information regarding price level and rating from Google API. From there I obtained the list of all restaurants in the province, their location, price level, rating and other data using GEOLOCATION API and function NEARBY.