

# Coursera Capstone Project

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# A Guide to Milan for Tourists and Investors

## Introduction

The city of Milan is constantly evolving, from high end fashion neighbourhoods to restaurants, cocktail bars and nightclubs. The city of Milan is world renowned for its high end fashion, millions of tourist trail the streets of Milan each year in search of its boutiques and fashion shows. Another key part of the Milan environment and economy are the restaurants, pubs, cocktail bars and nightclubs.

The aim of this project is to localize these distinct areas in Milan's city center. This is essential for tourists, who through this insight can easily reach their favourite restaurants, shops or clubs in such a big city, but also very important to investors or whoever wants to open a business in Milan. Through the categorization of the various areas in Milan's city center it will become evident that there is a clear distinction between the restaurants, boutiques and nightlife, this is a vital information when choosing where to open a new business.