



Capstone project – final presentation

**Where should David open his
desired Mobile Shop -
Report**

Introduction and Business Problem

- A customer, David, wants to open a new Mobile Shop in Bogotá, Colombia.**
- Due to Bogotá's high diversity and very large size, he asked for help in order to find the best spot to place the Mobile Shop.**
- Bogotá has 20 different Localities (Districts) and we aim to find the best one.**
- We need to choose a Locality that has good amount of customers and low amount of competition**

Data

- **To help David in his search we will need to access following data:**
 - **The Localities of Bogotá, Colombia from Wikipedia:**
https://es.wikipedia.org/wiki/Anexo:Localidades_de_Bogot%C3%A1
 - **The coordinates (latitude, longitude) of these Localities of Bogotá from Open Street Map**
 - **From Foursquare we will need following venues data:**
 - **the mobile shop venues of the Localities**
 - **the offices venues of the Localities**
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- the high schools venues of the Localities
- the universities venues of the Localities
- the entertainment venues of the localities
- electronics shops surrounding the locality
- Hotel in the vicinity of the locality

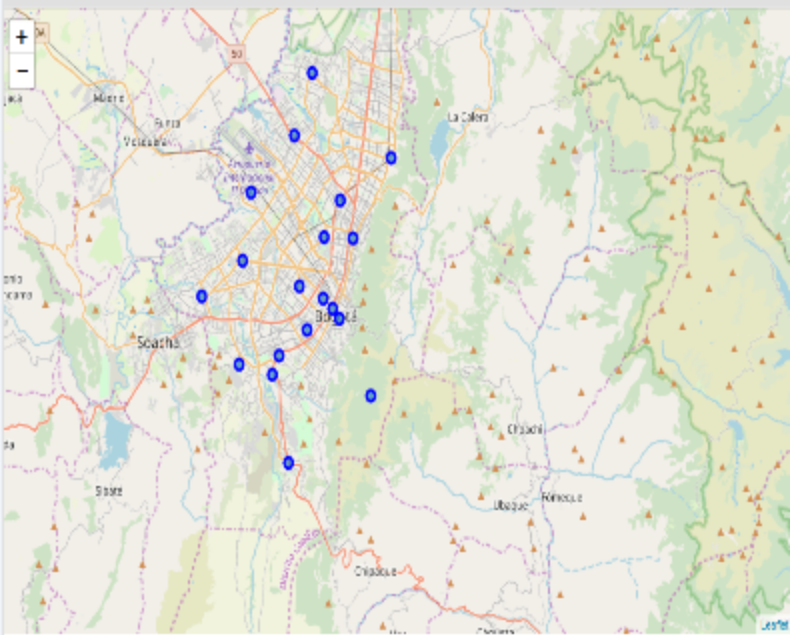
Methodology

- For each locality, all office, school, university and burger joints venues data have been collected from Foursquare.**
- Then for each locality, the sums of the office, school, university and burger joints were computed.**
- For each of this 6 categories, a weight (or penalty) has been defined according to what David considers the most important.**

- **Burger Joints** have been weighted with -1, since Paolo wants to avoid concurrence.
- **Schools** have been weighted with 1, since student are good customers.
- **Universities** have been weighted with 1.5, since students are good customers.
- **Offices** have been weighted with 2, since employees are even better customers.
- and likewise

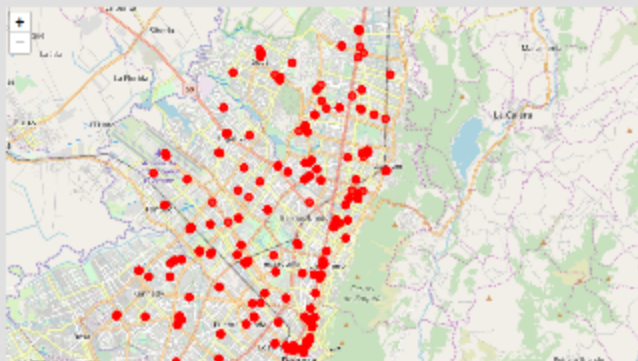
Note that the weights can be modified according to the importance of each category.

Localities of Bogotá, Colombia

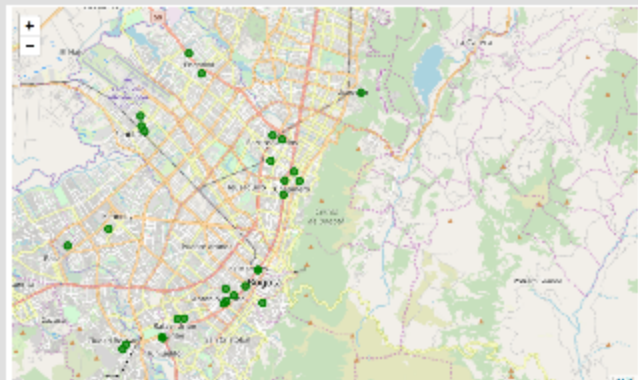


	Division	Latitude	Longitude
	Usaquén	4.694969	-74.031093
	Chapinero	4.645377	-74.061943
	Santa Fe (Bogotá)	4.602204	-74.078837
	San Cristóbal (Bogotá)	4.549094	-74.047819
	Usme	4.508155	-74.114328
	Tunjuelito	4.562204	-74.127647
	Bosa (Bogotá)	4.609913	-74.184710
	Kennedy (Bogotá)	4.631582	-74.151319
	Fontibón	4.673327	-74.144732
	Engativá	4.708695	-74.109643
	Suba	4.746565	-74.095228
	Barrios Unidos (Bogotá)	4.669091	-74.072251
	Teusaquillo	4.646410	-74.085441
	Los Mártires	4.608375	-74.086538
	Antonio Nariño (Bogotá)	4.589429	-74.099568
	Puente Aranda	4.616071	-74.105433
	La Candelaria	4.596515	-74.073492
	Rafael Uribe Uribe (Bogotá)	4.573354	-74.122064
	Ciudad Bolívar (Bogotá)	4.568230	-74.154055
	Sumapaz (Bogotá)	4.219417	-74.159785

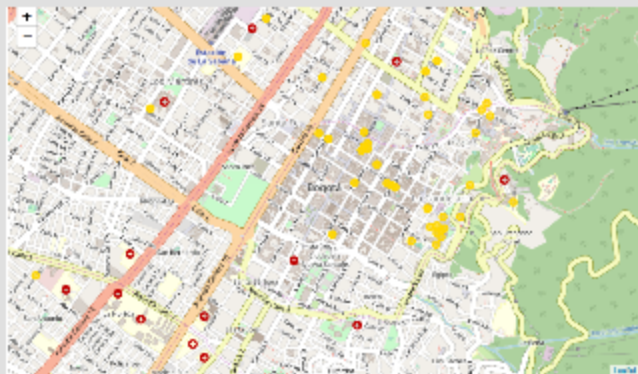
Mobile Shops throughout Bogota



High Schools Map



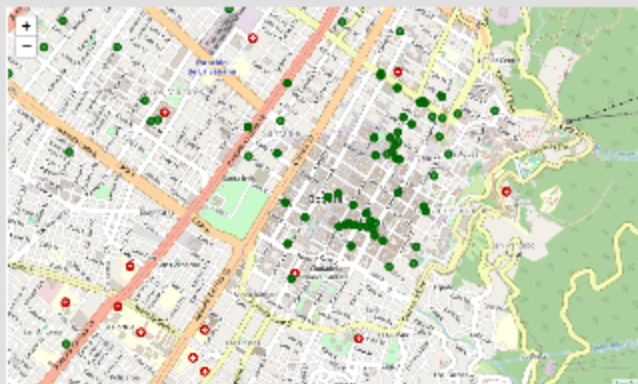
Universities



offices



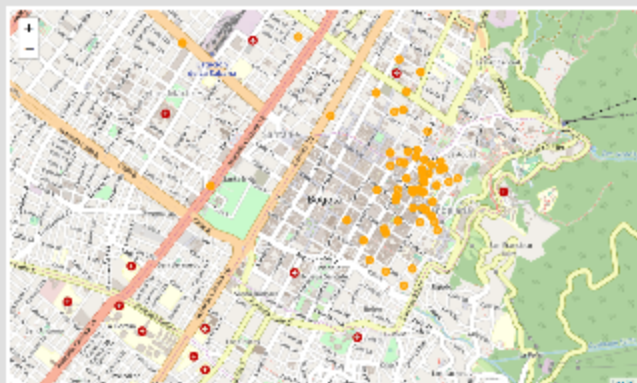
Entertainment Venues



Electronics Shops



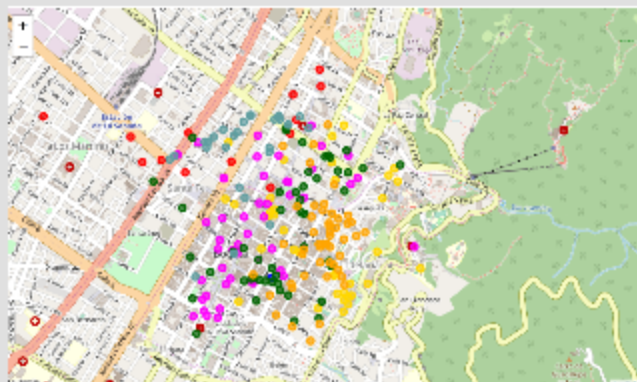
Hotels



	Division	Score
16	La Candelaria	355.5
2	Santa Fe (Bogotá)	348.0
1	Chapinero	337.5
0	Usaquén	253.5
12	Teusaquillo	184.0
11	Barrios Unidos (Bogotá)	169.0
13	Los Mártires	129.0
9	Engativá	110.0
8	Fontibón	108.0
14	Antonio Nariño (Bogotá)	105.5
15	Puente Aranda	92.0
17	Rafael Uribe Uribe (Bogotá)	85.0
10	Suba	84.5
5	Tunjuelito	84.5
6	Bosa (Bogotá)	77.0
4	Usme	69.0
7	Kennedy (Bogotá)	62.5
18	Ciudad Bolívar (Bogotá)	40.0
19	Sumapaz (Bogotá)	0.0
3	San Cristóbal (Bogotá)	-6.0

According to the point sheet La Candelaria wins the race followed by Santa Fe

Following map is aggregated with all the categories and venues



Recommendation

The following analysis can be improved with following extensions:

- Consider more categories. For example like "Markets" which is also a good source for customers. But also like "Restaurants", which even if not seems likely may be some concurrence if too many.**

- In the Locality itself, it can also be computed the distance between all the venues in order to find a place with the most number of potential customers.
- Using smaller geographical areas like Neighborhoods could improve the accuracy for the scores.