

Capstone Project

The Battle of Neighborhoods



Find the best place to open a restaurant in Milan

BY GNANESWARA REDDY

Summary

Introduction	3
Business problem	3
Target audience	5
Data section	5

Introduction

Now that you have been equipped with the skills and the tools to use location data to explore a geographical location, over the course of two weeks, you will have the opportunity to be as creative as you want and come up with an idea to leverage the Foursquare location data to explore or compare neighborhoods or cities of your choice or to come up with a problem that you can use the **Foursquare** location data to solve. If you cannot think of an idea or a problem, here are some ideas to get you started:

1. In Module 3, we explored **New York City** and the city of **Toronto** and segmented and clustered their neighborhoods. Both cities are very diverse and are the financial capitals of their respective countries. One interesting idea would be to compare the neighborhoods of the two cities and determine how similar or dissimilar they are. Is New York City more like Toronto or Paris or some other multicultural city? I will leave it to you to refine this idea.
2. In a city of your choice, if someone is looking to open a **restaurant**, where would you recommend that they open it? Similarly, if a contractor is trying to start their own business, where would you recommend that they set up their office?

These are just a couple of many ideas and problems that can be solved using location data in addition to other datasets. No matter what you decide to do, make sure to provide sufficient justification of why you think what you want to do or solve is important and why would a client or a group of people be interested in your project.

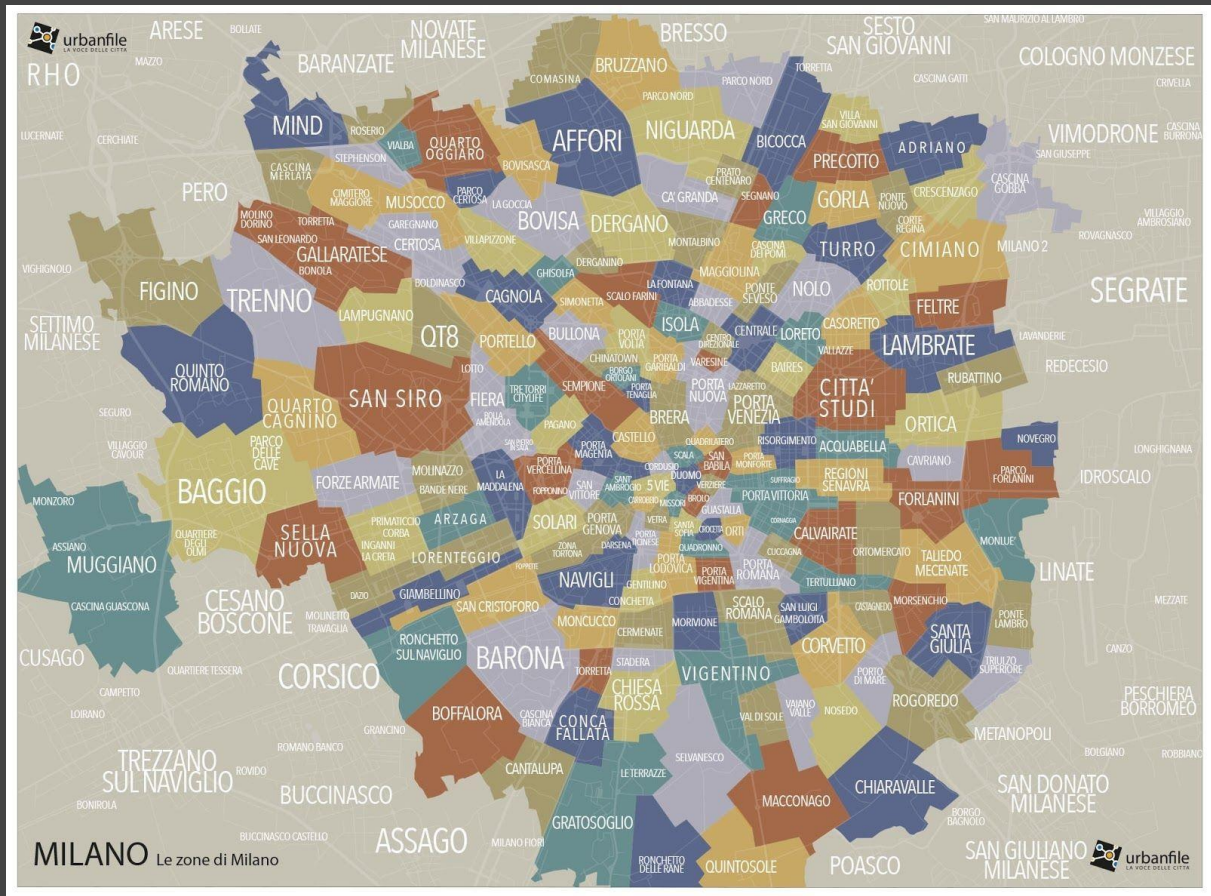
So I decided to try to answer this simple question: where would you recommend to open a new restaurant?

Business problem

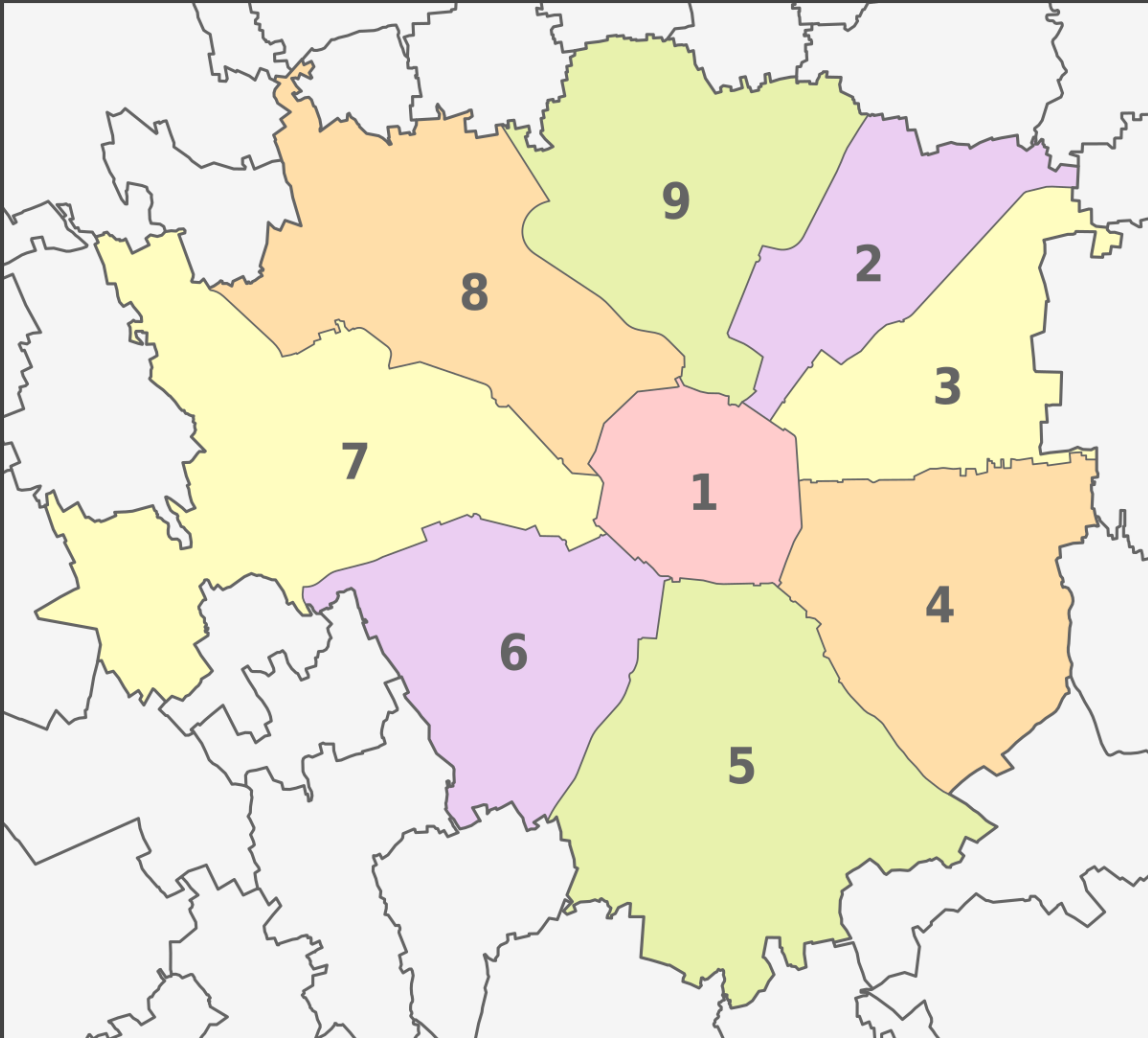
The city chosen to answer the initial question is **Milan** a city in northern Italy, capital of Lombardy, and the second-most populous city in Italy after Rome. Its continuously built-up urban area, that stretches well beyond the boundaries of the administrative metropolitan city, is the fourth largest in the EU with 5.27 million inhabitants.

Milan is considered a leading alpha global city, with strengths in the field of the art, commerce, design, education, entertainment, fashion, finance, healthcare, media, services, research and tourism. Its business district hosts Italy's stock exchange (Italian: Borsa Italiana), and the headquarters of national and international banks and companies. In terms of GDP, it has the second-largest economy among EU cities after Paris, and is the wealthiest among EU non-capital cities. Milan is also considered part of the Blue Banana and one of the "Four Motors for Europe".

Let's see how many neighborhood there are and how they are distributed:



As you can see there are many of them, so the town is also divided in districts (municipi):



After this short **presentation**, I suppose that the city of Milan is place with a great competition, especially, if you want to **open a restaurant** so I would like to help a possible stakeholder to understand better the town and the market with useful insights.

Target audience

1. A business entrepreneur that wants open a new restaurant in Milan.
2. Business Analyst or Data Scientists, who wish to analyze the neighborhoods of Milan using python, jupyter notebook and some machine learning techniques.
3. Someone curious about data that want to have an idea, how beneficial it is to open a restaurant and what are the pros and cons of this business.

Data section

First of all we need some information about the area of Milan such as borough\districts, population, latitude\longitude etc... so I think Wikipedia is the first place to take a look:

https://it.wikipedia.org/wiki/Municipi_di_Milano

The borough are 9 with these coordinates:

Borough		Name	Area(km2)	Population(31/12/2018)	Population_Density(km2)	Latitude	Longitude
0	1	Centro storico	967	98 531	10 189	45.471282	9.184999
1	2	Stazione Centrale, Goria, Turro, Greco, Cresce...	1258	162 090	12 884	45.486117	9.203635
2	3	Città Studi, Lambrate, Venezia	1423	144 110	10 127	45.482506	9.241047
3	4	Vittoria, Forlanini	2095	161 551	7 711	45.431573	9.244738
4	5	Vigentino, Chiaravalle, Gratosoglio	2987	126 089	4 221	45.416987	9.238333
5	6	Barona, Lorenteggio	1828	151 291	8 276	45.440087	9.155924
6	7	Baggio, De Angeli, San Siro	3134	175 465	5 598	45.461244	9.089917
7	8	Fiera, Gallarate, Quarto Oggiaro	2372	188 367	7 941	45.515925	9.140196
8	9	Stazione Garibaldi, Niguarda	2112	187 773	8 890	45.516888	9.191866

Now I need to find a list of all the **neighborhood** with the correspondent **borough**. Unfortunately the wikipedia tables aren't up to date so I found this paper from the official website of Milan:

https://www.pgt.comune.milano.it/sites/default/files/allegati/NIL_Intro.pdf

Elenco schede NIL per i municipi		
Municipio 1 1. Duomo 2. Brera 3. Giardini Porta Venezia 4. Guastalla 7. Magenta- San Vittore 8. Parco Sempione (5. Vigentina) (6. Ticinese) (68. Pagano) (69. Sarpi)	Municipio 5 5. Porta Vigentina - Porta Lodovica 6. Porta Ticinese - Conca del Naviglio 36. Scalo Romana 34. Chiaravalle 37. Morivione 38. Vigentino - Q.re Fatima 39. Quintosole 40. Ronchetto delle Rane 41. Gratosoglio - Q.re Missaglia - Q.re Terrazze 42. Stadera - Chiesa Rossa - Q.re Torretta - Conca Fallata 43. Tibaldi 85. Parco delle Abbazie 86. Parco dei Navigli (47. Cantalupa)	Municipio 8 59. Tre Torri 64. Trenno 65. Q.re Gallarate - Q.re San Leonardo - Lampugnano 66. QT8 67. Portello 68. Pagano 69. Sarpi 70. Ghisolfi 71. Villapizzone - Cagnola - Boldinasco 72. Maggiore - Musocco - Certosa 73. MIND - Cascina Triulza 74. Roserio 75. Stephenson 76. Quarto Oggiaro - Vialba - Musocco (88. Parco Bosco in città)
Municipio 2 10. Stazione Centrale - Ponte Seveso 16. Gorla - Precotto 17. Adriano 19. Padova - Turro - Crescenzago		

Scraping the pdf file was impossible, so I created and uploaded this dataset on github:

https://raw.githubusercontent.com/lazzarusd/Coursera_Capstone/master/file/Milano_Municipi_NIL.csv

This is a sample:

1	Num_NIL	NIL	Municipio	prezzo_mq
2	17	Adriano	2	€ 2.800 /m ²
3	80	Affori	9	€ 2.350 /m ²
4	87	Assiano	7	€ 2.400 /m ²
5	55	Baggio - Q.re degli Olmi - Q.re Valsesia	7	€ 2.400 /m ²
6	52	Bande Nere	6	€ 3.857 /m ²
7	46	Barona	6	€ 3.250 /m ²

Note: the information about average land price is taken from those two websites (national reference points for the real estate market in Italy):

<https://www.immobiliare.it/mercato-immobiliare/lombardia/milano/> <https://www.mercato-immobiliare.info/lombardia/milano/milano.html>

For the **final step**, I need to get the coordinates of every neighborhood.

Fortunately the statistics office of Milan created a very interesting portal about open data:

<https://dati.comune.milano.it/> and I found what I was looking for: a shape file (**geojson**).

https://dati.comune.milano.it/dataset/e8e765fc-d882-40b8-95d8-16ff3d39eb7c/resource/9c4e0776-56fc-4f3d-8a90-f4992a3be426/download/ds964_nil_wm.geojson

ID_NIL	NIL	Valido_dal	Valido_al	Fonte	Shape_Length	Shape_Area	OBJECTID	geometry	
0	48	RONCHETTO SUL NAVIGLIO - Q.RE LODOVICO IL MORO	05/02/2020	Vigente	Milano 2030 - PGT Approvato	8723.368714	2.406306e+06	89	POLYGON ((9.15422 45.43775, 9.15274 45.43887, ...
1	64	TRENNO	05/02/2020	Vigente	Milano 2030 - PGT Approvato	3309.998800	4.896921e+05	90	POLYGON ((9.10623 45.49016, 9.10591 45.49084, ...
2	67	PORTELLO	05/02/2020	Vigente	Milano 2030 - PGT Approvato	3800.750663	9.096022e+05	91	POLYGON ((9.15636 45.48785, 9.15495 45.48852, ...
3	81	BOVISASCA	05/02/2020	Vigente	Milano 2030 - PGT Approvato	7105.469715	1.578028e+06	92	POLYGON ((9.16803 45.52234, 9.16763 45.52272, ...
4	84	PARCO NORD	05/02/2020	Vigente	Milano 2030 - PGT Approvato	11741.717005	1.532331e+06	93	POLYGON ((9.20040 45.52848, 9.20028 45.52846, ...

After some steps of data cleaning and data preparation, the final result is:

Id	Neighborhood	Borough	Population(31/12/2018)	Borough	Average Price(€/sm)	Latitude	Longitude
0	48	Ronchetto Sul Naviglio - Q.Re Lodovico Il Moro	6	151 291	€ 2.563 /m ²	45.438460	9.137260
1	64	Trenno	8	188 367	€ 2.350 /m ²	45.492822	9.101675
2	67	Portello	8	188 367	€ 4.300 /m ²	45.484490	9.153947
3	81	Bovisasca	9	187 773	€ 2.000 /m ²	45.517433	9.156731
4	84	Parco Nord	9	187 773	€ 6.800 /m ²	45.523514	9.184235

Now I'm ready to use the **foursquare API** <https://developer.foursquare.com/docs/places-api/>