

INVESTING IN “VILLA URQUIZA” BUENOS AIRES



BACKGROUND

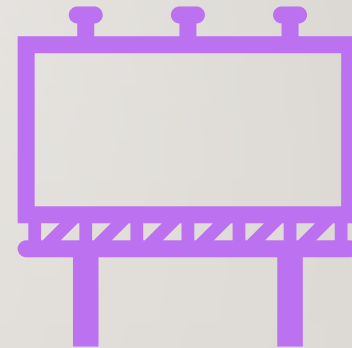
- Villa Urquiza is one of the neighborhoods in which the City of Buenos Aires (CABA) is divided
- 5.6 km² Surface
- Medium-density area, mostly residential.



INVESTORS ARE LOOKING:



A venue to Invest



Niche market - No/Low
competition

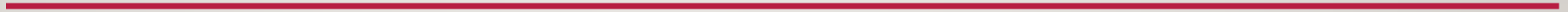
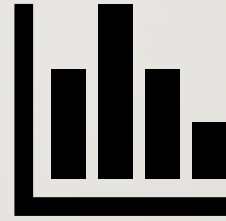
DATA ACQUISITION AND CLEANING

Foursquare API data and Geolocalization maps:

- ✓ **Name, Category, Location, Rating, Latitude, Longitude.**
- ✓ **97 venues before cleaning**  **30 venues after cleaning**

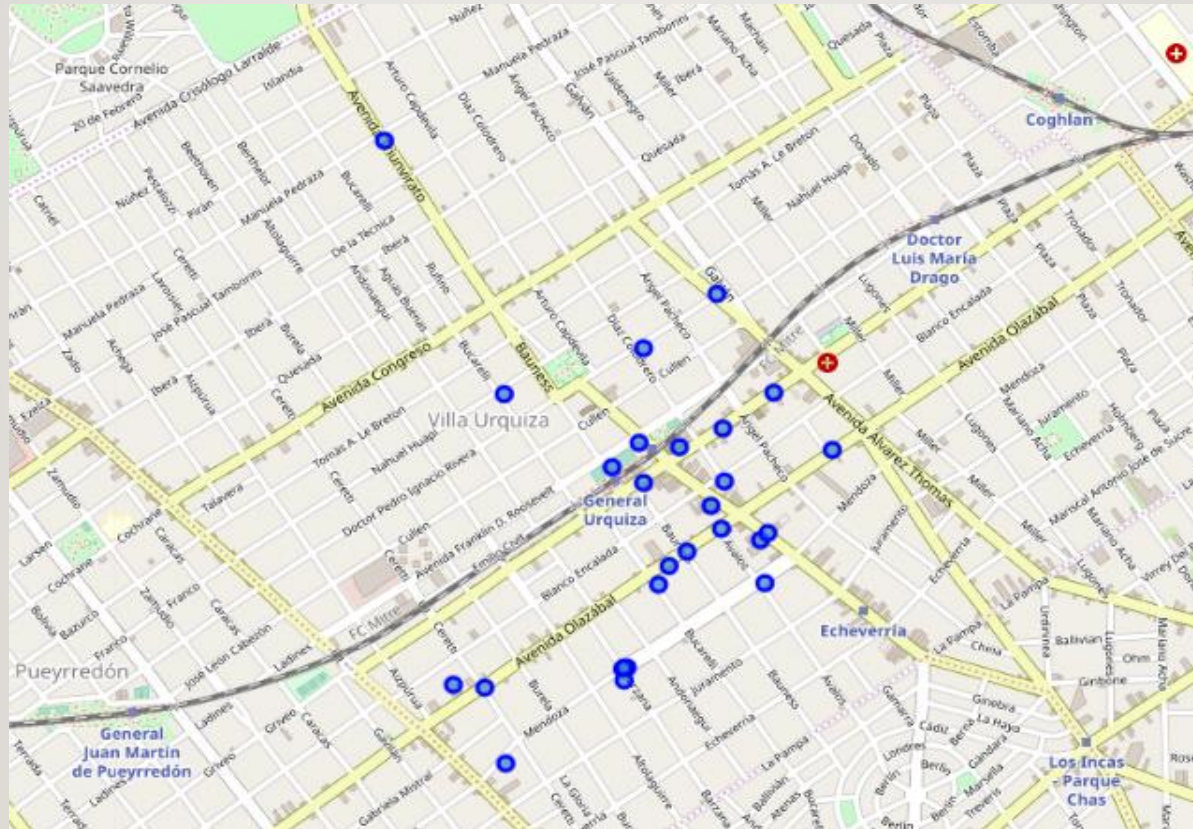


EXPLORATORY ANALYSIS



VENUE'S LOCALIZATIONS AND CATEGORIES

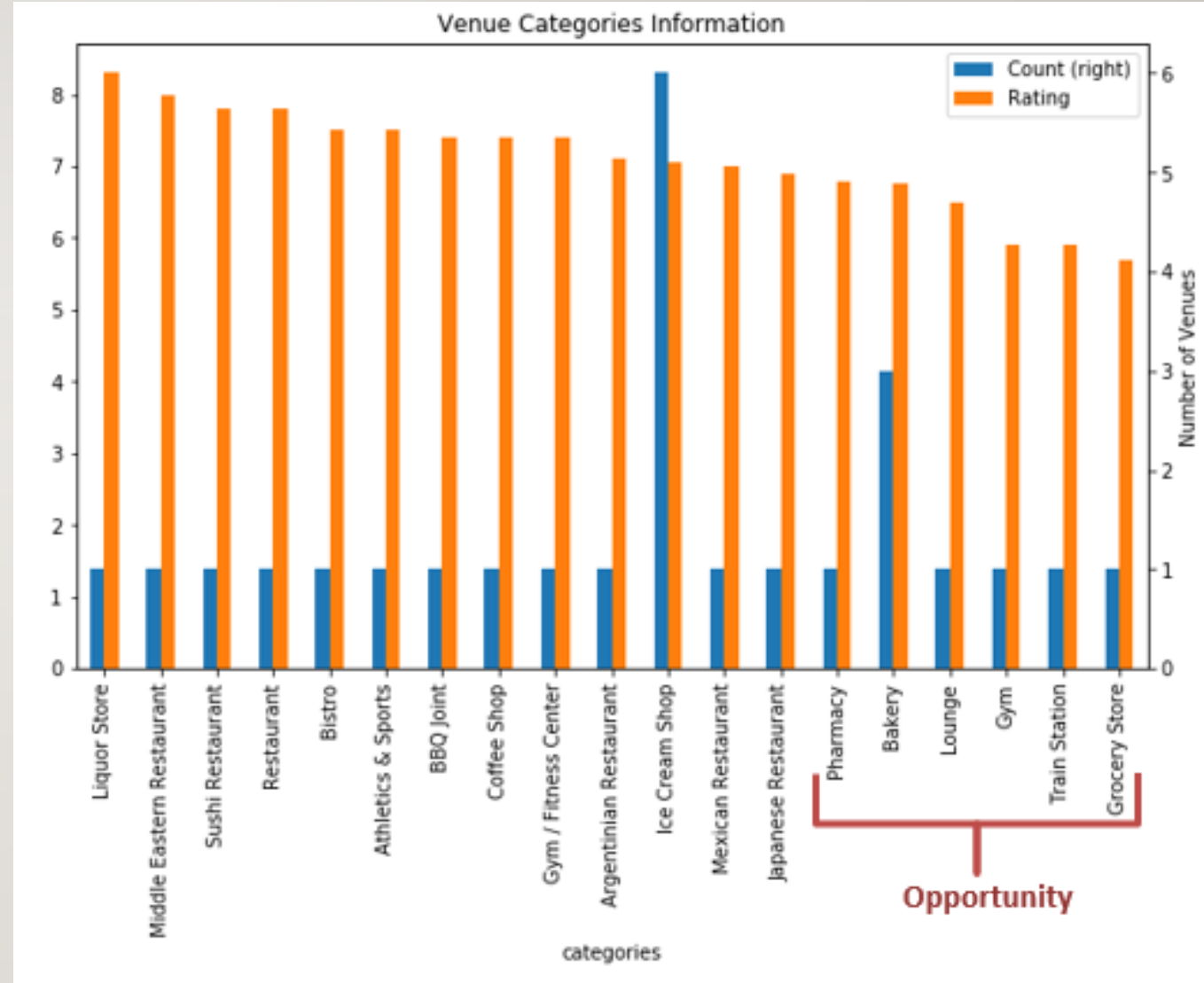
	categories	Count
0	Ice Cream Shop	6
1	Bakery	3
2	Grocery Store	2
3	Liquor Store	1
4	Sushi Restaurant	1
5	Restaurant	1
6	Pharmacy	1
7	Middle Eastern Restaurant	1
8	Mexican Restaurant	1
9	Lounge	1
10	Argentinian Restaurant	1
11	Japanese Restaurant	1
12	Athletics & Sports	1
13	Gym / Fitness Center	1
14	Gym	1
15	Coffee Shop	1
16	Bistro	1
17	BBQ Joint	1
18	Train Station	1



- Venues of ice cream and bakery are clearly off target (Competition)

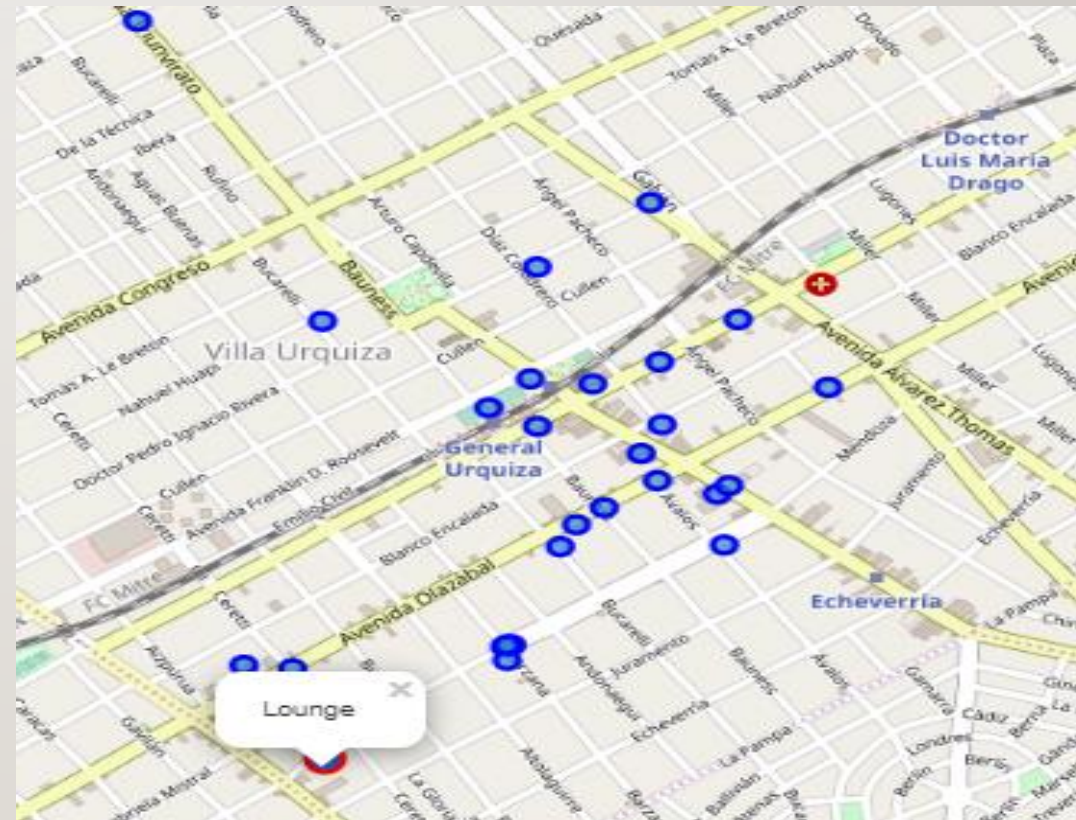
EXPLORING VENUE CATEGORY WITH AVERAGE RATING

- Opportunity in “Lounge”, “Grocery Store”, Pharmacy”
- Exploring the “Grocery Store” and “Pharmacy” venues, we discover that each of them have a big player. Making competition very difficult.



EXPLORING “LOUNGE” CATEGORY

- Only 1 Player
- 3\$/5 (Middle market)
- Outer center location
- Lack Service Quality



CONCLUSION



