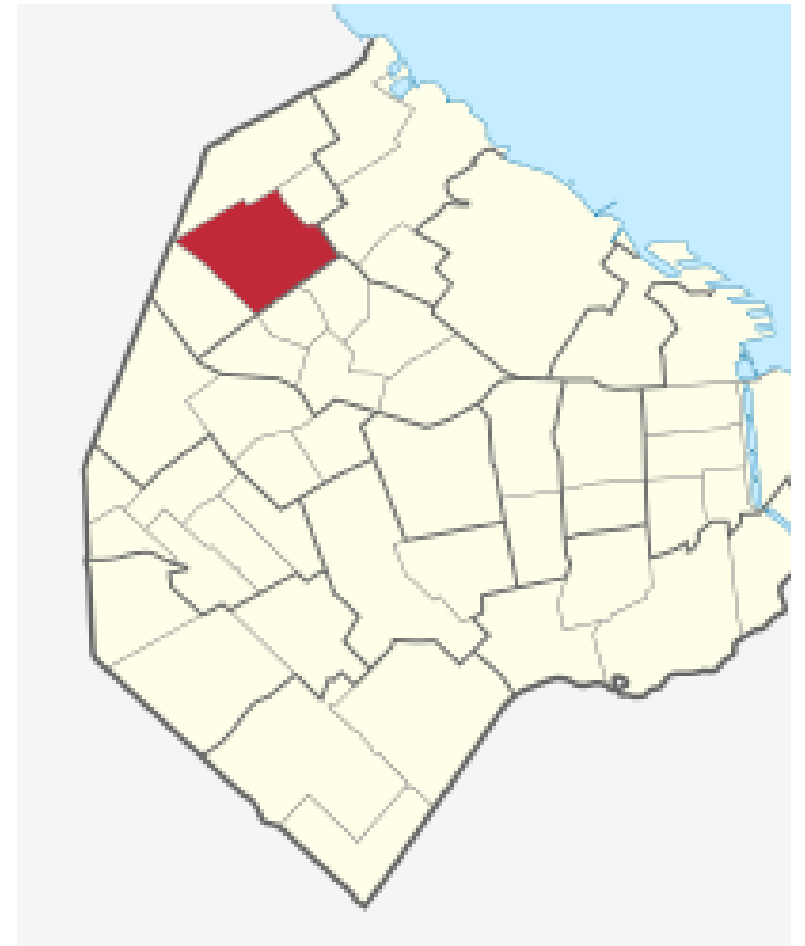

INVESTING IN “VILLA URQUIZA” BUENOS AIRES



BACKGROUND

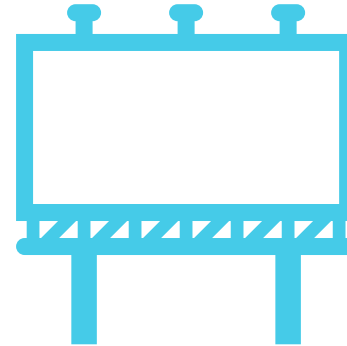
- Villa Urquiza is one of the neighborhoods in which the City of Buenos Aires (CABA) is divided
- 5.6 km² Surface
- Medium-density area, mostly residential.



INVESTING IN VILLA URQUIZA



Looking for a venue
investment

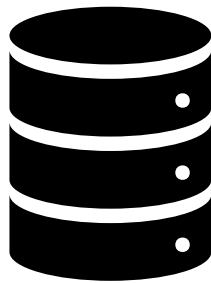


Niche market, No/Low
competition

DATA ACQUISITION AND CLEANING

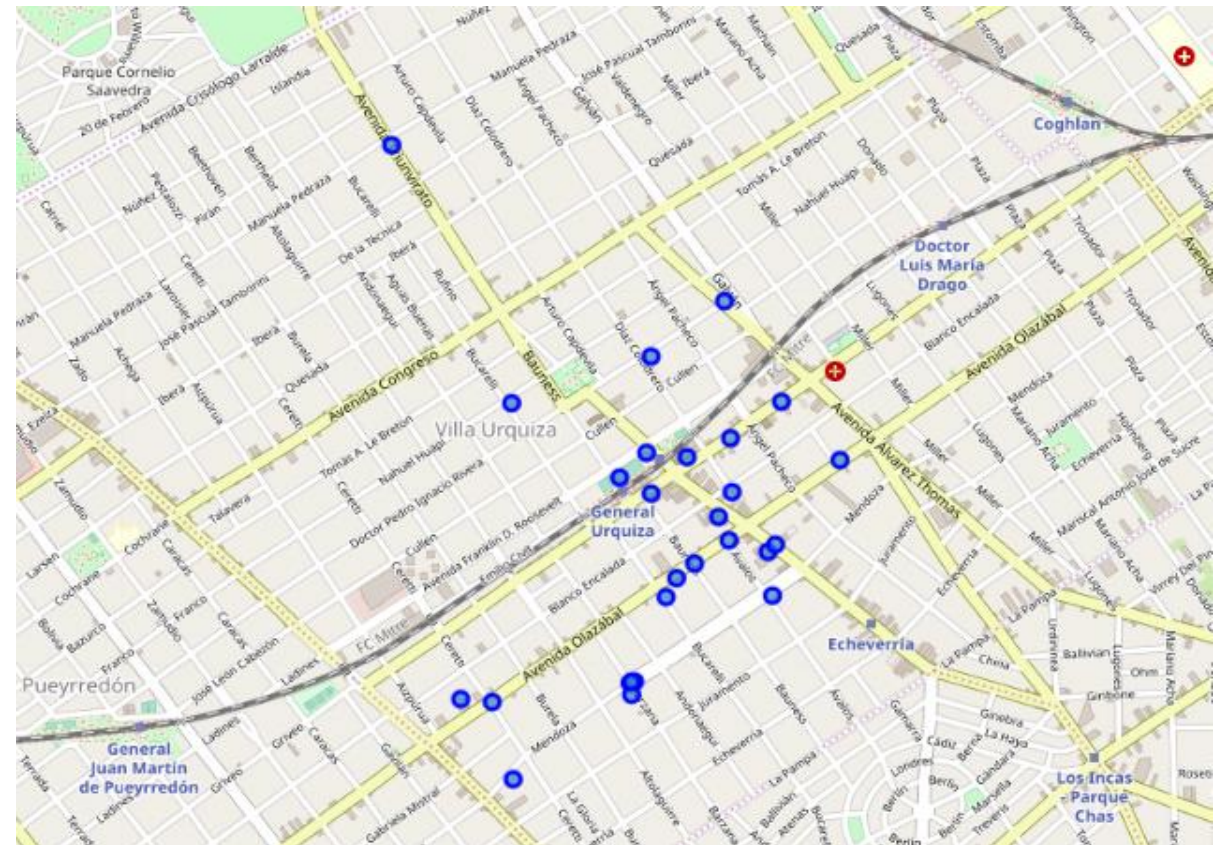
Foursquare API data and geolocalization maps:

- **Venues: Name, Category, Location, Rating, Latitude, Longitude.**
- **97 venues before cleaning** —————→ **30 venues**



GROUPING BY VENUE CATEGORY

	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 AND AVERAGE RATING

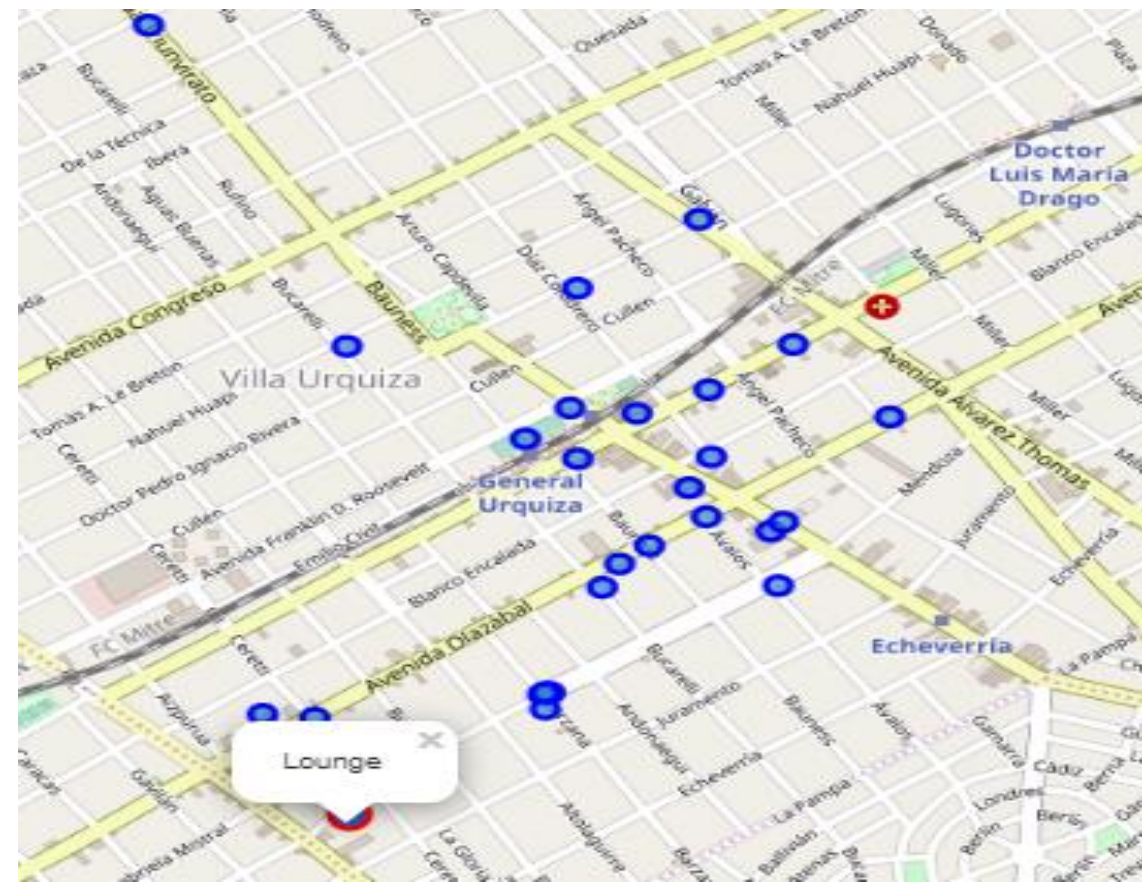
- Opportunity in “Lounge”,
“Grocery Store”, Pharmacy”

	Count	Rating
categories		
Liquor Store	1	8.300000
Middle Eastern Restaurant	1	8.000000
Sushi Restaurant	1	7.800000
Restaurant	1	7.800000
Bistro	1	7.500000
Athletics & Sports	1	7.500000
BBQ Joint	1	7.400000
Coffee Shop	1	7.400000
Gym / Fitness Center	1	7.400000
Argentinian Restaurant	1	7.100000
Ice Cream Shop	8	7.088887
Mexican Restaurant	1	7.000000
Japanese Restaurant	1	6.900000
Pharmacy	1	6.800000
Bakery	3	6.788887
Lounge	1	6.500000
Gym	1	5.900000
Train Station	1	5.900000
Grocery Store	1	5.700000

EXPLORING “LOUNGE” CATEGORY

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

name	categories	address	cc	city	country	crossStreet	distance	formattedAddress
Espacio Ideal	Lounge	Mendoza 5846	AR	Villa Urquiza	Argentina	NaN	947	[Mendoza 5846, Villa Urquiza, CABA, Argentina]



CONCLUSION

- A Lounge is most convinient
- Focus on high quality service
- Center location is a plus
- More information is needed

