2019

Investing in Villa Urquiza, Buenos Aires

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Introduction:

1.1 Background

Villa Urquiza is one of the neighborhoods in which the City of Buenos Aires (CABA) is divided. It has a surface of 5.6 km2. It used to be a low-density residential neighborhood with a high middle-class population. Now it become a more medium -density area, still mostly residential, giving the possibility of medium size buildings. The center of the neighborhood has a subway station, facilitating transport to central CABA.

a.   Map of the City of Buenos Aires

1.2 Problem - Stakeholders

A group of investors are looking for posible venues investments in Villa Urquiza, Buenos Aires, CABA. This type of investors focus on niche markets, where competition is not a crucial problem. They would like to know what type of venue should they invest in and where it should be located.

2. Data acquisition and cleaning

For solving this problem, I will use the Foursquare API data and geolocalization maps. The data required will be the list of all the venues in Villa Urquiza, with its category, location and Rating. With further manipulation of this features, i will get the niches venues in Villa Urquiza, with its corresponding Rating Average. The conclusion will be the recommendation of a certain venue with its preferable location.

Additionally, online searching will be required for completing the information required for the analysis.

2.1 Data cleaning

After downloading all the venues around Villa Urquiza, with a radius of 5000, I filter only those in which the "city" feature was equal to "Villa Urquiza". In this way, we only get venues that are in the neighborhood.

2.2 Feature Selection

For this analysis, I selected the features: "name", "category", "latitude", "longitude" and "rating". Based in this feature, and using functions such as sum, I created new calculated values.

# 3. Exploratory Data Analysis

3.1 Grouping by venue Category

After filtering the data, having only the venues located in "Villa Urquiza", I grouped them by venue category and used the count function.

	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

We can clearly see, that venues of ice cream and bakery are clearly off target, because of the on going competition, which stands in contrary to the stakeholders objective.

3.2 Distribution of the venues:

By mapping out all the venues, we can see the neighbourhood center, where there is more people traffic. We can also see the distribution of the venues categories.
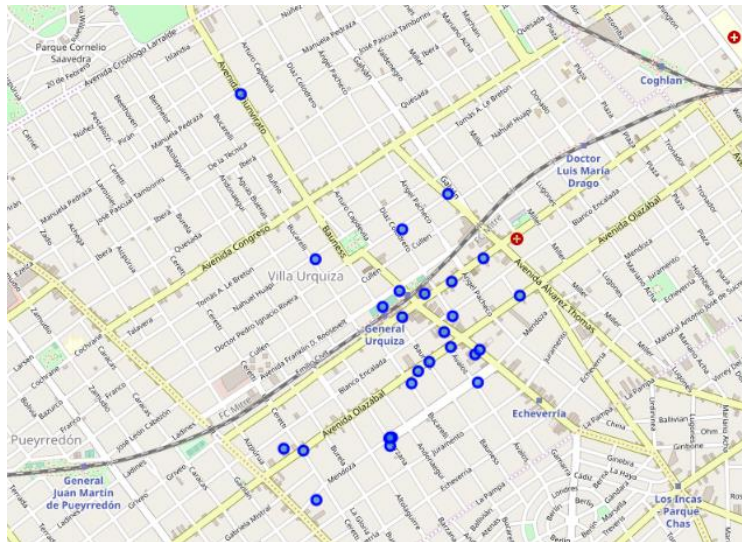
3.3 Exploring Venue category and average Rating

Adding the rating feature to all the venues, we then group by venue category using the count and average rating functions.

categories	Count	Rating
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	6	7.066667
Mexican Restaurant	1	7.000000
Japanese Restaurant	1	6.900000
Pharmacy	1	6.800000
Bakery	3	6.766667
Lounge	1	6.500000
Gym	1	5.900000
Train Station	1	5.900000
Grocery Store	1	5.700000

We can conclude from this table that there is a need for improvement in "Grocery Store", "Pharmacy" and "Lounge".

Exploring the "Grocery Store" and "Pharmacy" venues, we discover that they have a big player, which makes competition very difficult. Using google search with the name venues.

3.4 Exploring "Lounge" category:

There is only one player "Espacio Idear", exploring with the Foursquare API it is a 3$ (out of 5$) cost (middle market).

```
verified : false,
'stats': {'tipCount': 1},
'price': {'tier': 3, 'message': 'Expensive', 'currency': '$'},
'likes': {'count': 11,
 'groups': [{'type': 'others', 'count': 11, 'items': []}],
 'summary': '11 Likes'},
```

There are no comments available in the API. Google searching the venue, we discover that installations are nice, but lacks in service and location.
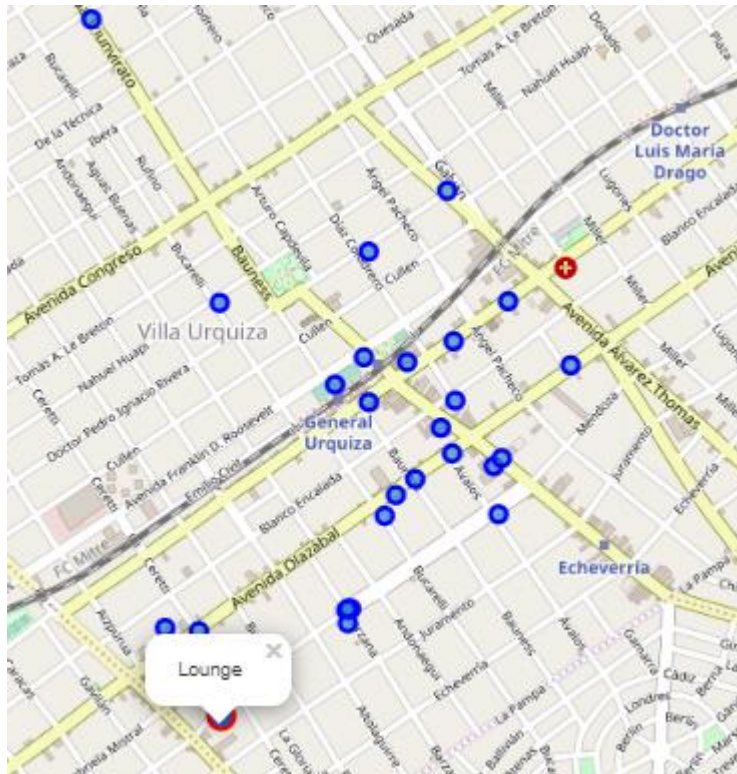
4. Conclusions

Based in the analysis and information available, the most convenient investment in Villa Urquiza is a Lounge.

There a lack in competition. Focus should rely in a high quaity service, plus convinient installations and center location.
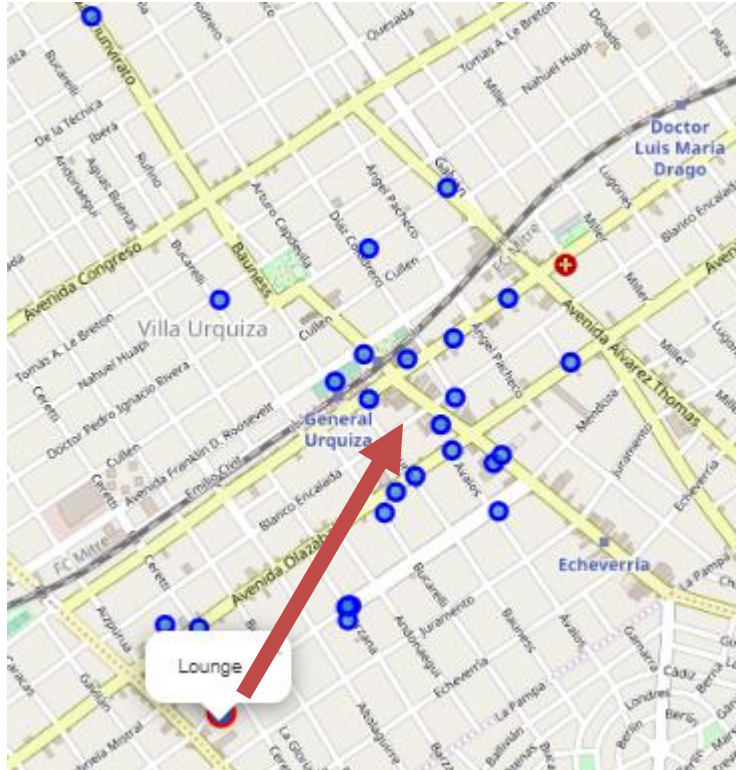
5. Future directions

Foursquare database is not complete in Buenos Aires. Further data will be required for taking a decision. Analysis structure will be similar.