

# **In which neighborhood should I open a Gastropub in Quito, Ecuador**

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## **Introduction/Business Problem**

In order to discover the best location for a Gastropub in the city of Quito in Ecuador, an analysis of the existing pubs, bars, etc. is necessary. With the help of the Foursquare API, I'm going to find out the neighbourhoods with the highest presence of similar venues and detect possible locations which can synergize the success of the business.

## **Target group**

This work can be interesting for persons looking to identify a good location for a new business, specially in the gastronomy industry. This work can specially be interesting if a person wants to present the project to stakeholders or if they are applying for a loan and they have to justify their decisions based in solid data .

## **Data**

For this analysis, I'm going to be using the API of Foursquare in order to extract the venues in the city.

For the data frame of the neighbourhoods I'm going to use a table that can be found in the following URL:

<http://www.codigopostalecuador.com/quito-1896>