

# A Restaurant in Venice

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It is a profitable season  
for starting a **restaurant**  
in Venice.

But where?

Is there a **neighbourhood**  
that is more suitable than others?

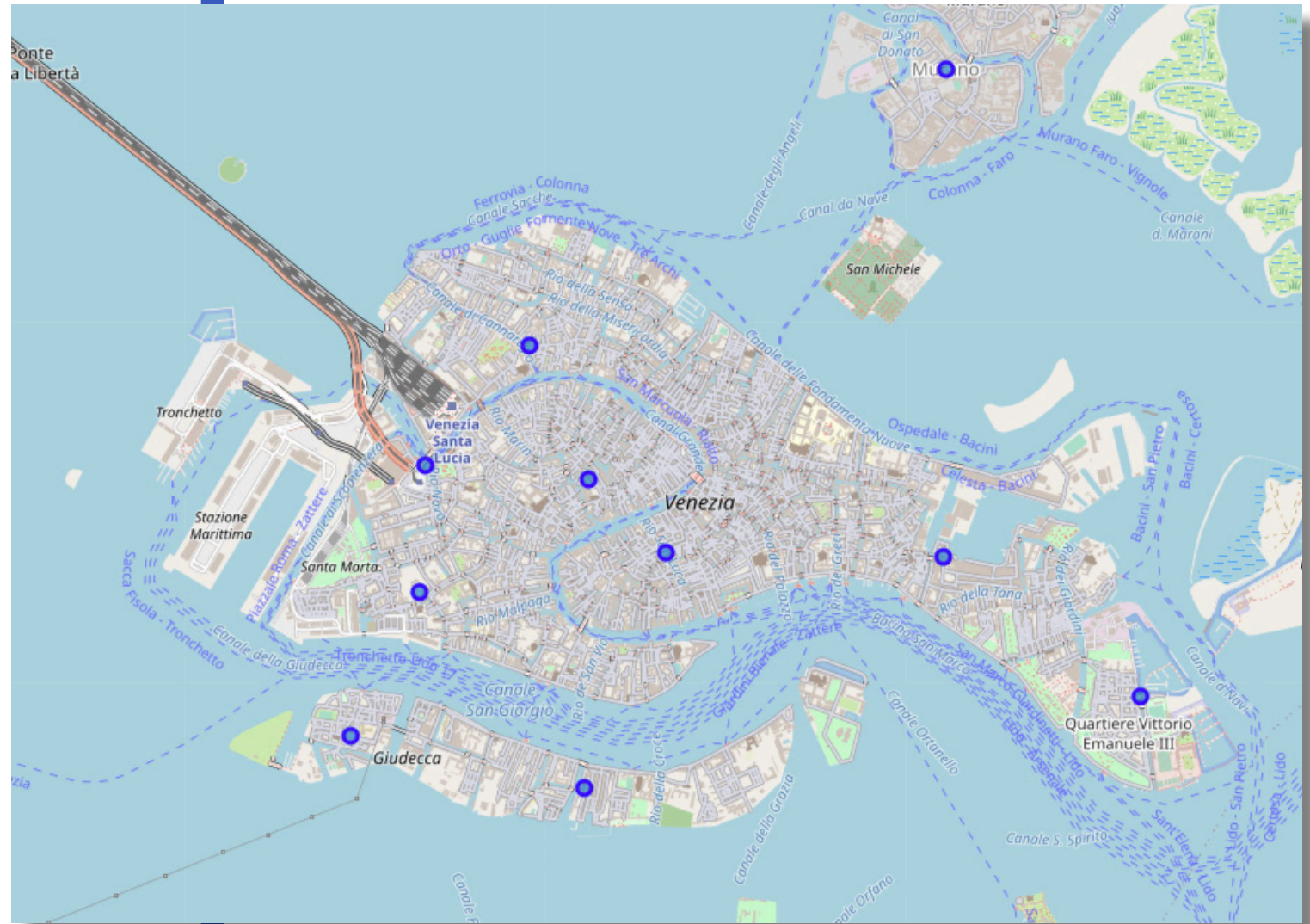
We used a combination of **Machine Learning (ML)** and analytical techniques:

- *KMeans Clustering*
- *Statistical inference*
- *Data Visualization*

We used **data** obtained through open-access sources:

- *Foursquare API*
- *Inside Airbnb*
- *Web pages*

Here is **Venice.**



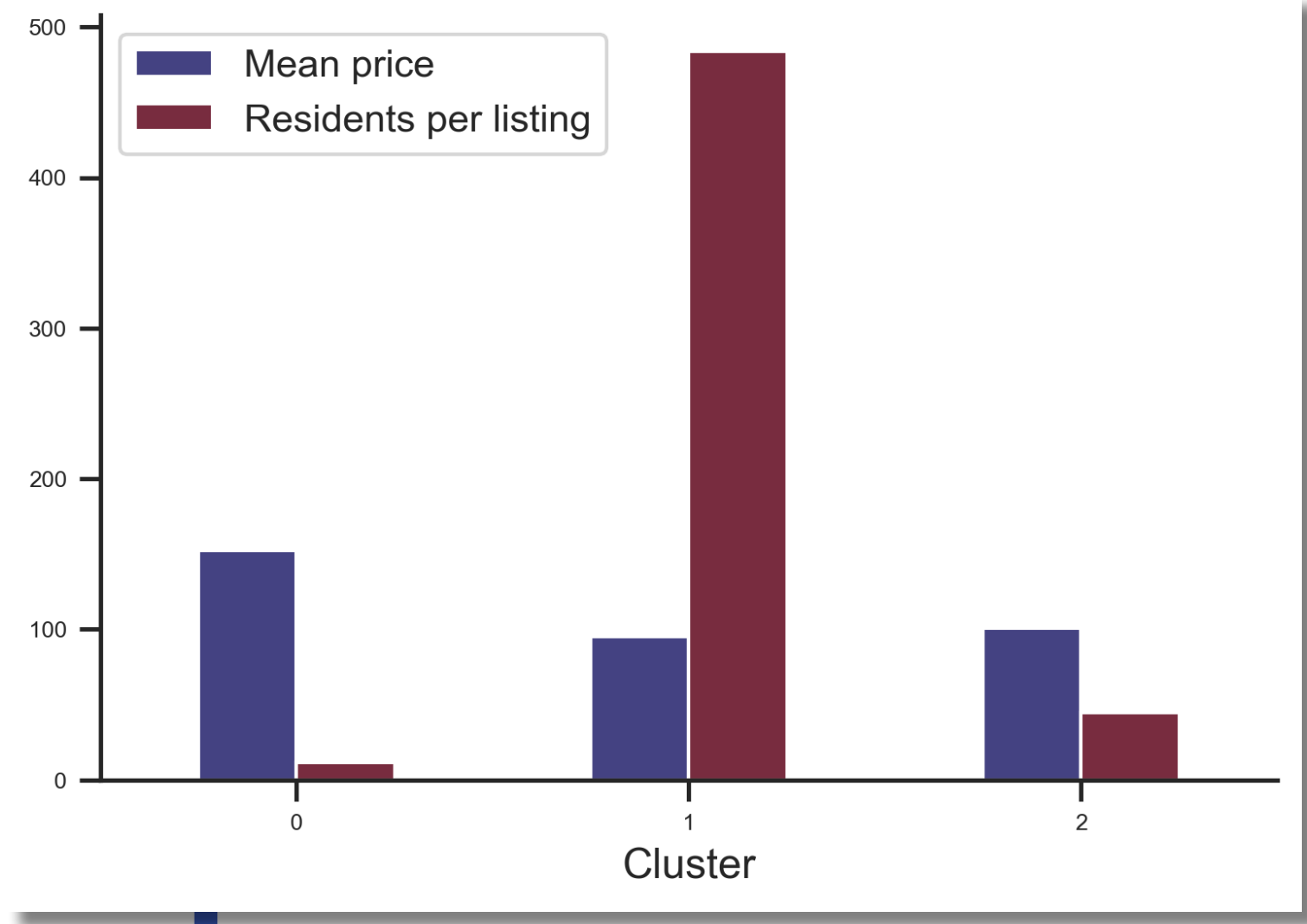


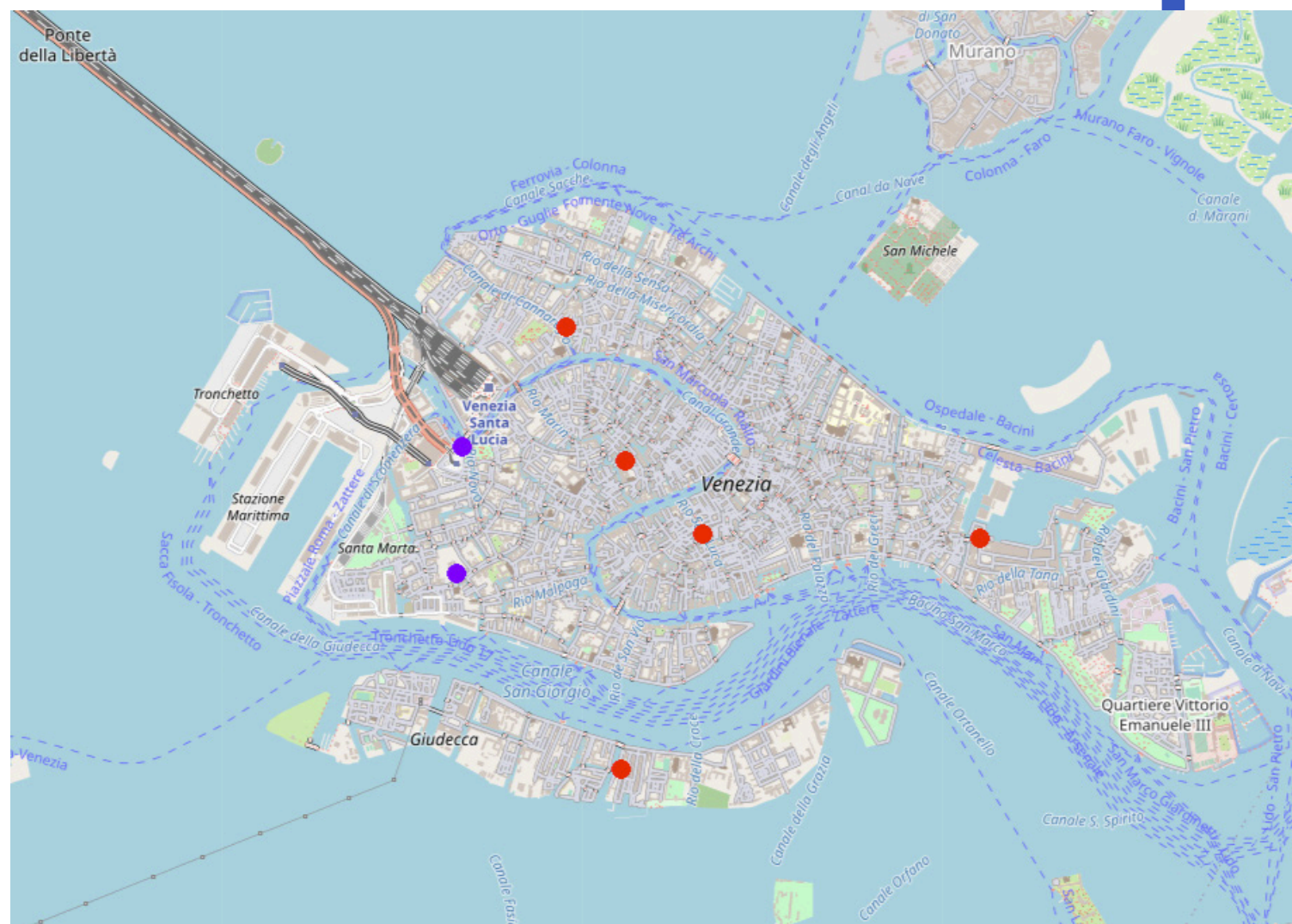


Here is how we **clustered** its neighbourhoods on the basis of their popularity among tourists.

Here is what we  
found:

**Cluster 0** is the  
most popular.



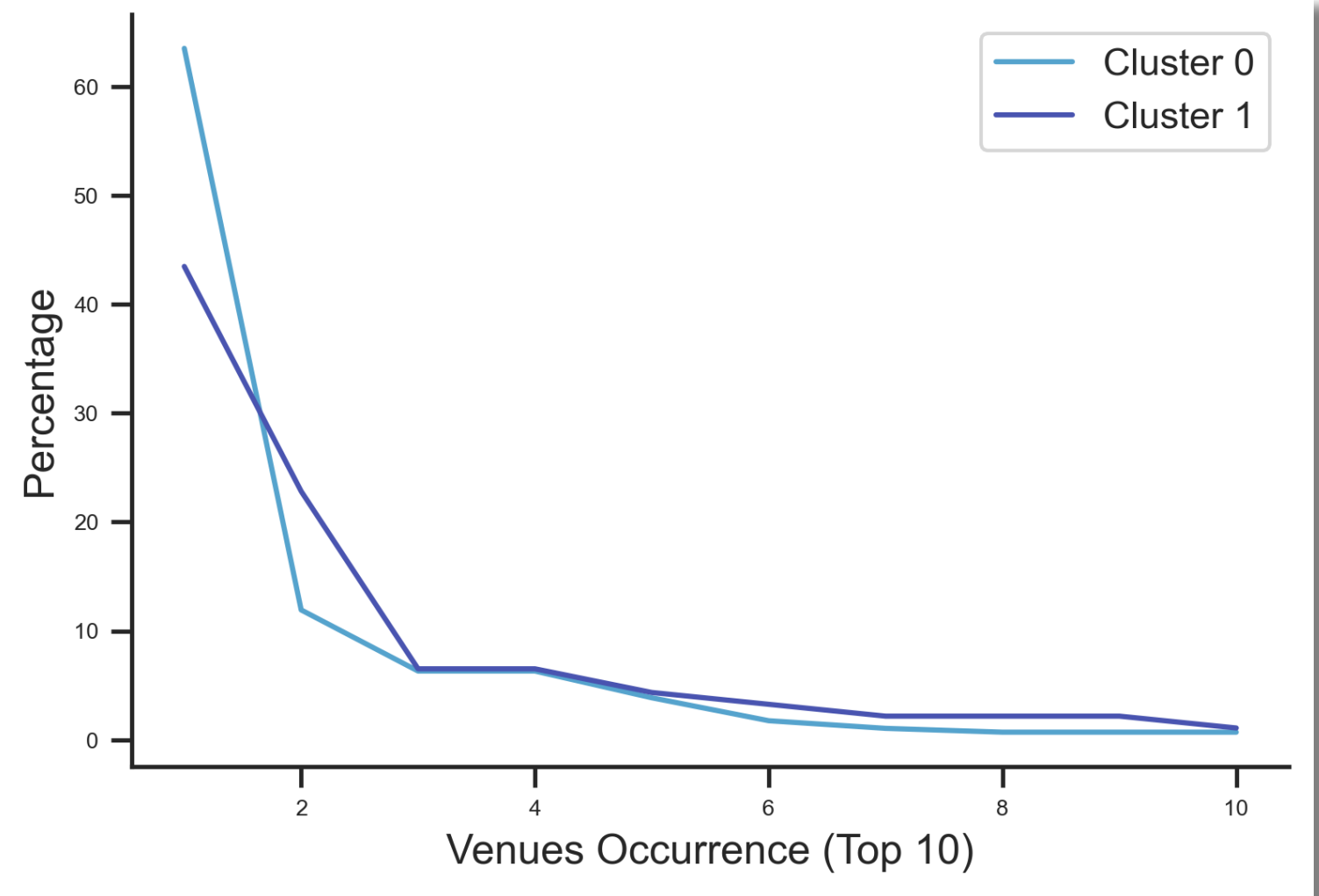


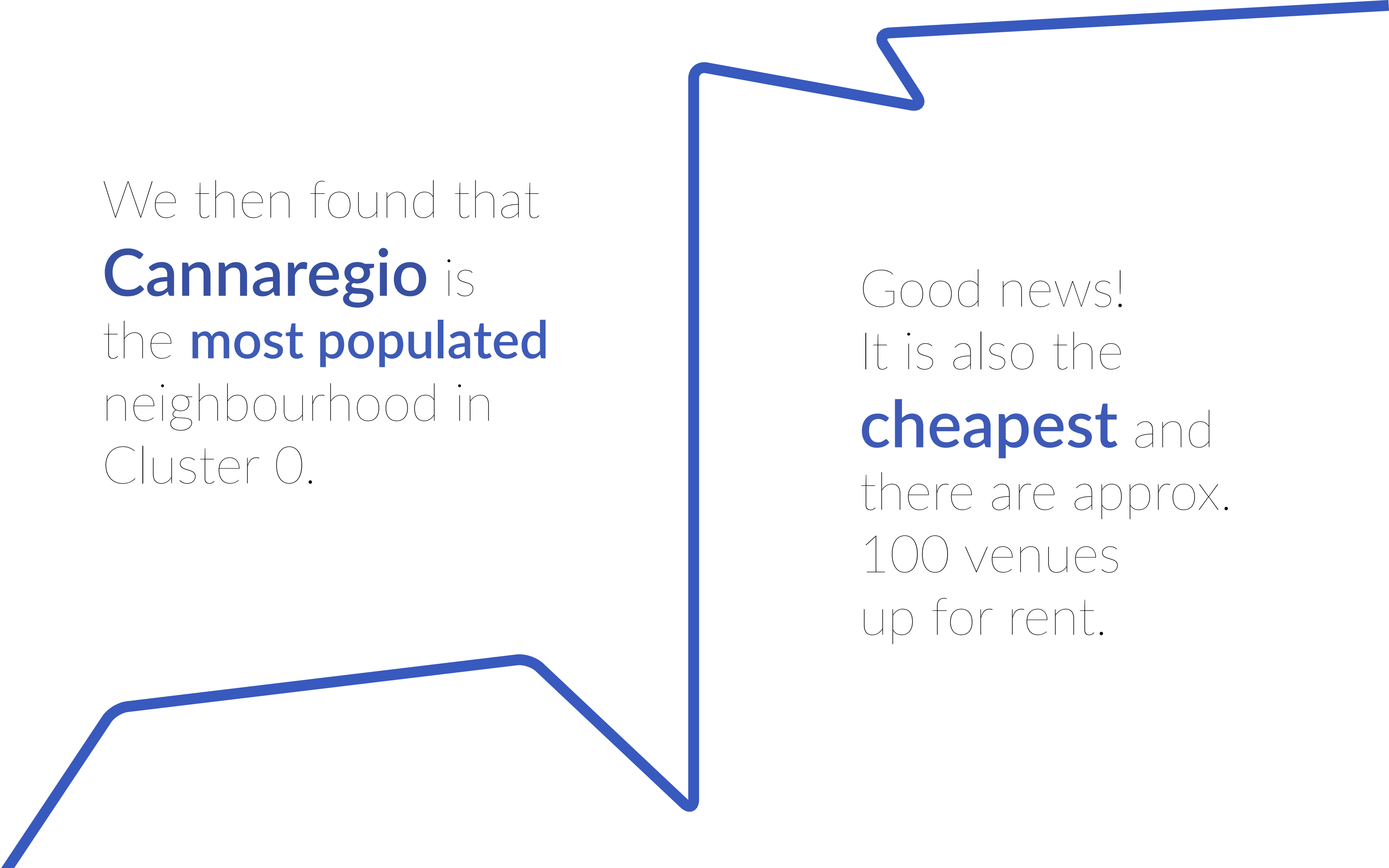
Here is how we **clustered** the most popular neighbourhoods on the basis of the existing rastaurants.



Here is what we found:

**Cluster 0** is the least diverse in terms of restaurant categories.





We then found that  
**Cannaregio** is  
the **most populated**  
neighbourhood in  
Cluster 0.

Good news!  
It is also the  
**cheapest** and  
there are approx.  
100 venues  
up for rent.

But which type of restaurant should you start in **Cannaregio**?

We strongly suggest you pick an activity which is **under-represented** in this plot.

