

# Final Assessment: The Battle of Neighbourhoods

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## The Battle of the Neighbourhoods

### 1 Introduction & Business Problem :

The main topic is to put on work a sushi restaurant that will be located in Santiago, Chile. This project contemplate the investigate where is the best location to install a shop like that

#### **Business problem:**

located the restaurant in a place where the target audience could easily go and in the possible be the only sushi local in the area.

### 2 Target Audience:

To open a sushi restaurant, we'll use the Foursquare information on the communes or localities of Santiago (Chile). For this we define our target audience:

- Schools
- Universities
- Offices

This scope is defined to have the highest public captaining and the proximity of other stores offering the same or similar products will be taken into account

### 3 Success Criteria:

The success criteria of the project will be a good recommendation of borough/Neighbourhood choice based on the differentiation of such restaurants in that location and nearest suppliers of ingredients.