CAPSTONE PROJECT

THE BATTLE OF NEIGHBORHOODS

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.

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 captation and the proximity of other stores offering the same or similar products will be taken into account

SUCCESS CRITERIA:

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

DATA:

To find the best location for our sushi place, we will use the following sources of information:

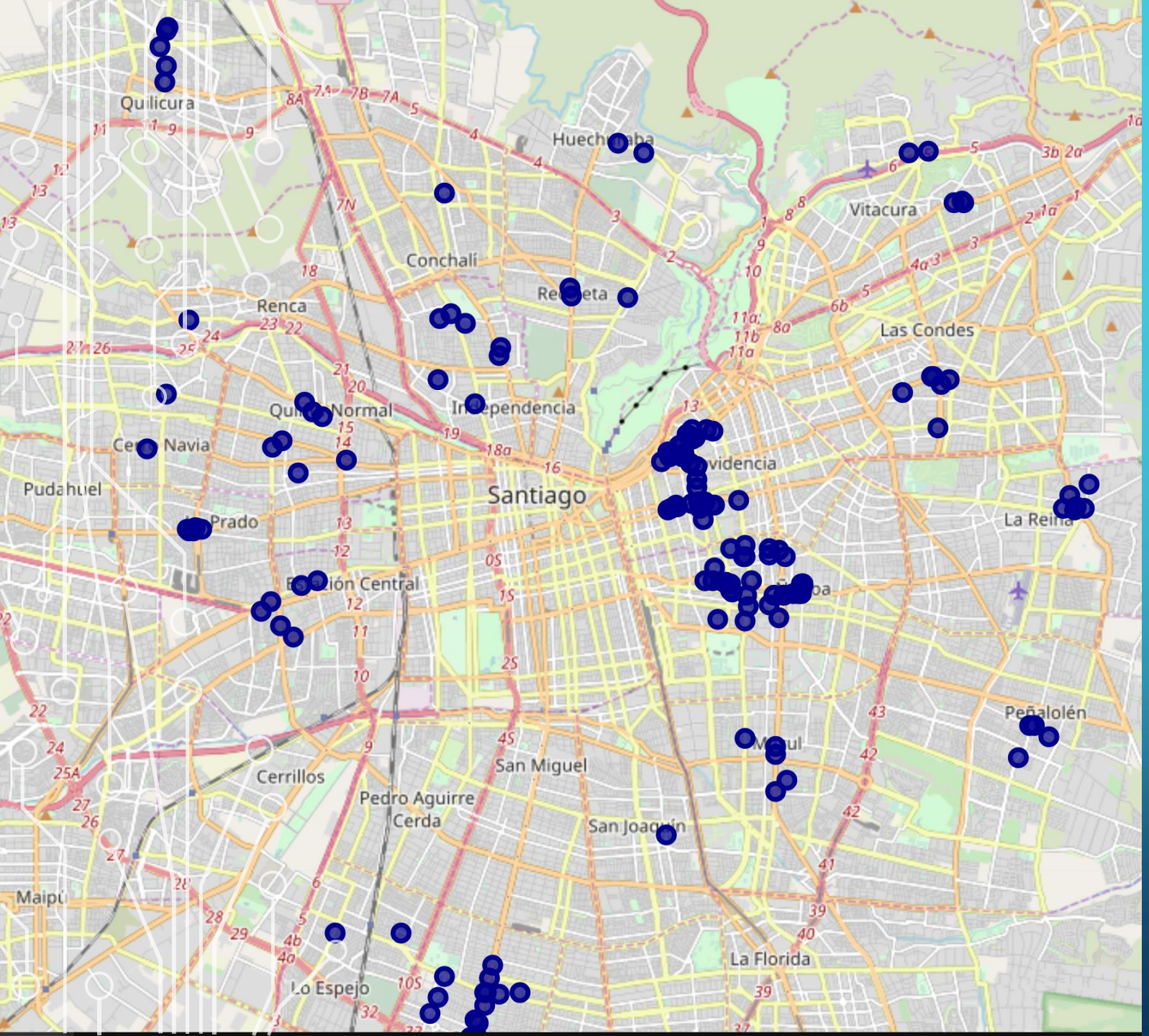
From Wikipedia (tables):
Locations: https://es.wikipedia.org/wiki/Anexo:Comunas_de_Chile_por_poblaci%C3%B3n
PostCodes- https://es.wikipedia.org/wiki/Anexo:C%C3%B3digos_postales_de_Chile

From Files:
Geo Location: https://raw.githubusercontent.com/ssikam/My-Capstone-Project/master/chile%20geo%20public.csv

From Foursquare:
Venues Categories: https://developer.foursquare.com/docs/resources/categories

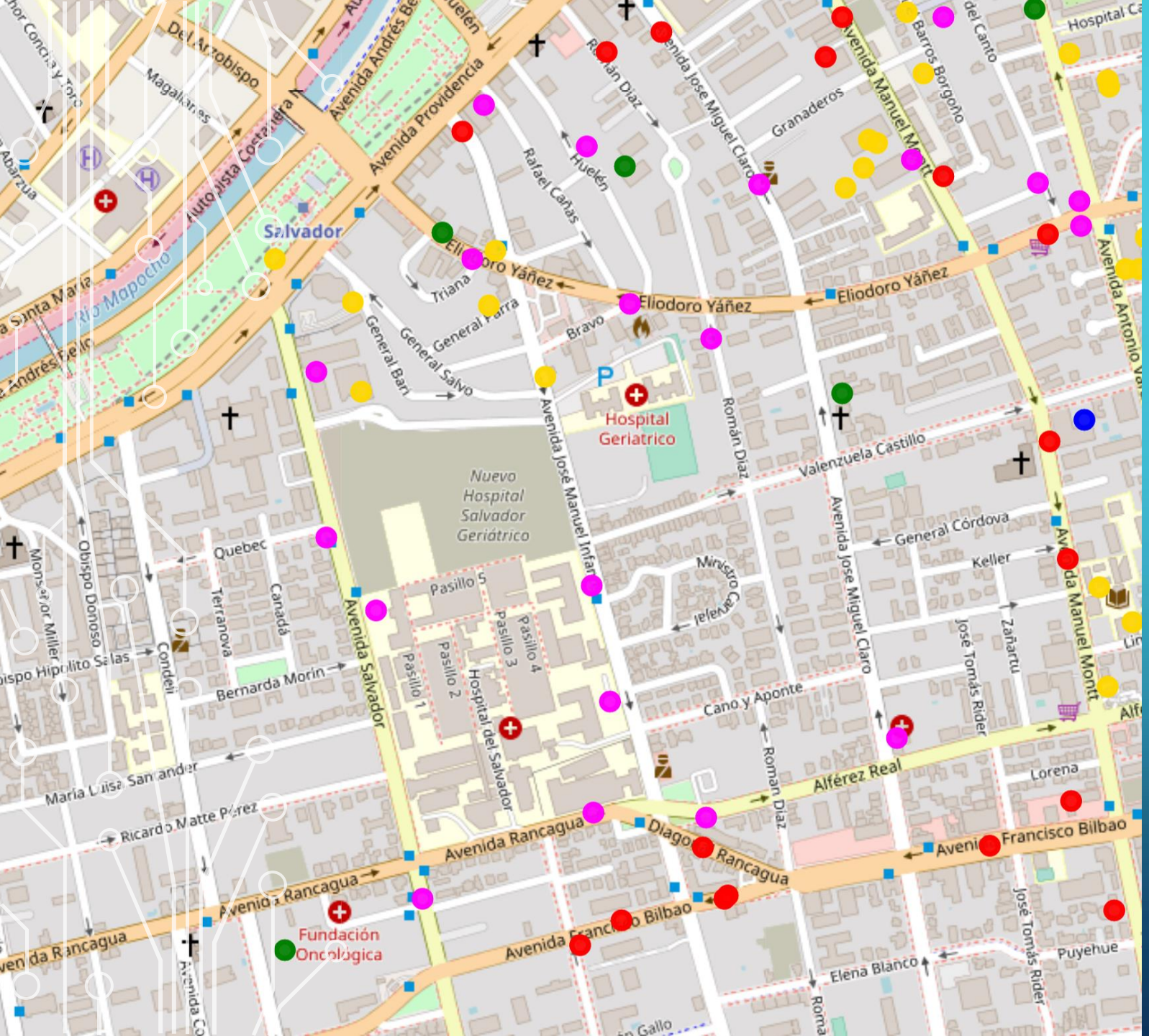
METHODOLOGY

- He collected different sources of information such as locations, zip codes, geographic locations to import all this data into a Jupyter notebook.
- The selection was based solely on the place of the restaurant or locations in Santiago, Chile, to filter the results that we use the "Metropolitan of Santiago" leaving a total of 52 locations, joined all bases, leaving a size of (52.4).
- Information about sushi restaurants, schools, universities and offices was sought for each location obtain this information from Foursquare.
- For each location we group and count each of the 4 categories, defined a weight for each category, depending on the recurrence you may have in our sushi restaurant, like:
- Sushi restaurant: -1 points (the more restaurants there are in a sector, the less important it's to us)
- Schools: 1 point (they are good clients, but it depends on the money their parents give them)
- Universities: 2 points (they are good clients and with more economic independence than the students)
- Offices: 3 points (they have their own income and could be frequent clients)
- For each location we calculate a final score and order the resulting data from highest to lowest. The place with the highest score will be where we will put our sushi bar.



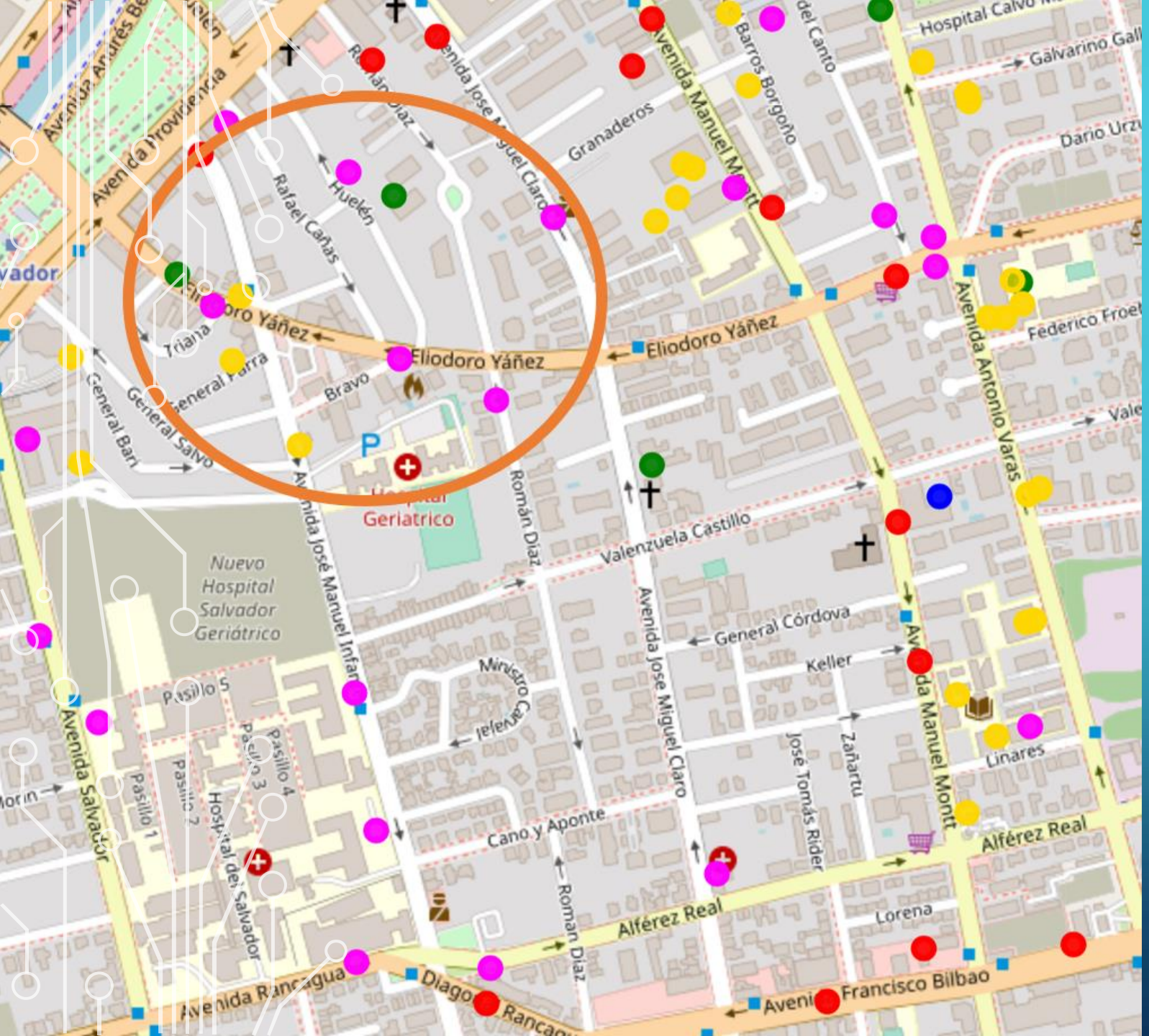
RESULTS

- Santiago have 184 Sushi Restaurants indicated with the dark blue dot.



RESULTS

- In the image we can see that the suitable place to install a sushi restaurant is indicated with a blue dot, The locality with best score is “Providencia” with 231 pts.
- The red dots are the other sushi restaurant, the yellow represent the universities, high school with the green and the office with the fuchsia dot



DISCUSSION

- As we can discuss, how about we allocated the restaurant in the orange circle?, there are more office and universities as well as high schools, 3 of the target market, we can captive more clients, how about in the nights?.