



OPENING

A

HUNGARIAN RESTAURANT

IN

SANTIAGO CITY

BACKGROUND

- Santiago City is the capital and largest city of Chile as well as one of the largest cities in the Americas whose total population is 7 million.
- The city is now home to a growing theater and restaurant scene, extensive suburban development, dozens of shopping centers, several major universities, and has developed a modern transportation infrastructure that includes South America's most extensive subway system. and a rising skyline.

PROBLEM DESCRIPTION

- Santiago City of Chile offers many business opportunities due to its characteristics, but there are a large number of competitors and the complexity and infrastructure of the city brings greater challenges in case of opening a business.

Objective

- The objective is to clarify and locate what is the neighborhood with the fewest competitors in downtown Santiago.

Target Audience

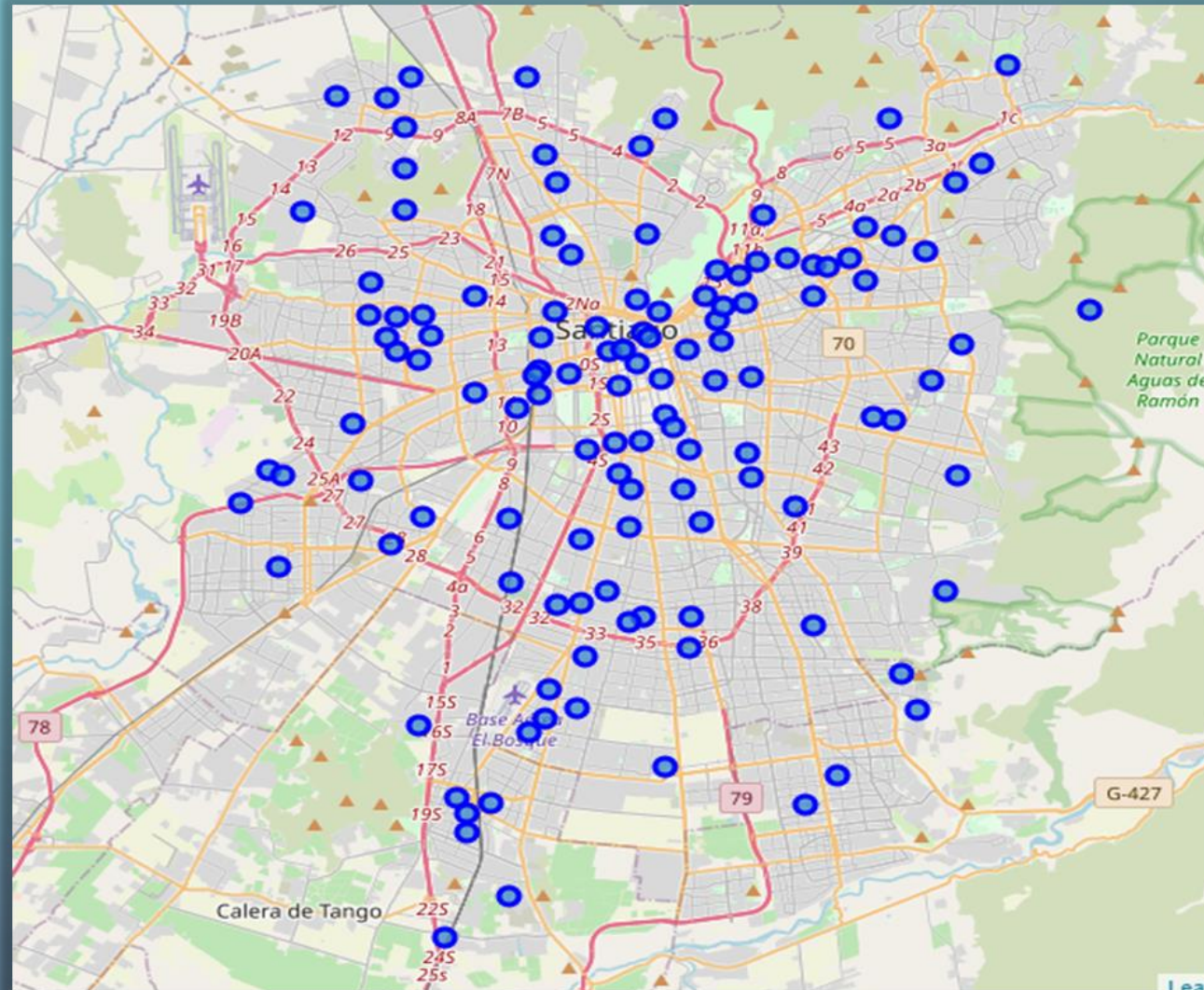
- The target audience is all interested in clarifying the number of competitors in case of opening a Hungarian restaurant in the downtown Santiago.

Methodology

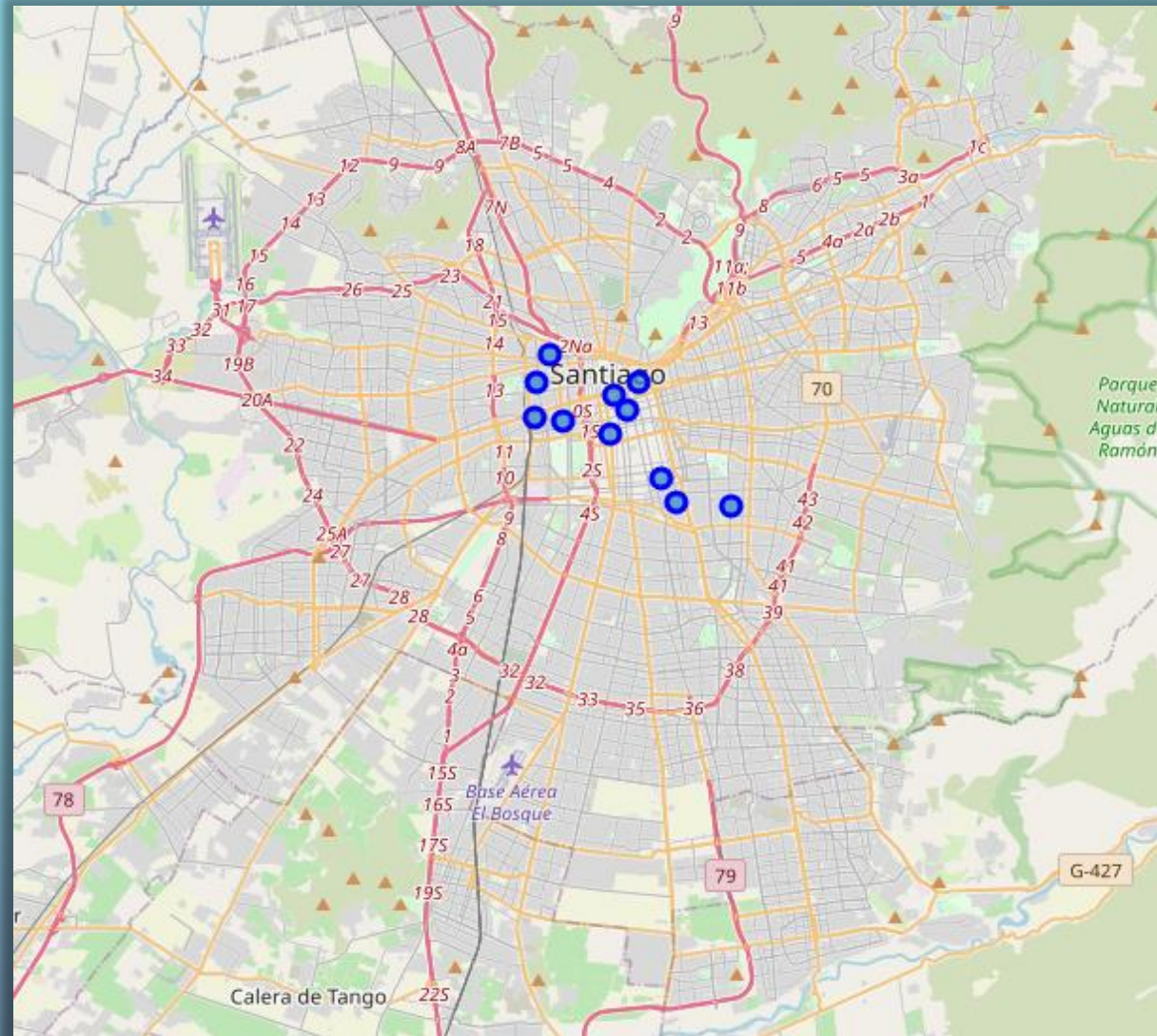
Data Acquisition, Processing and Visualization.

- The overall task is done by an iterative procedure to process and form the necessary charts by means of scraping and forming dataframes which would permit to form the corresponding visualizations.
- The visualization would be done mainly by map plots and bar plots to locate the neighborhood with fewest competitors.

- The first task consists in data scraping, cleanliness and processing to permit visualizing the neighbors around Santiago City.



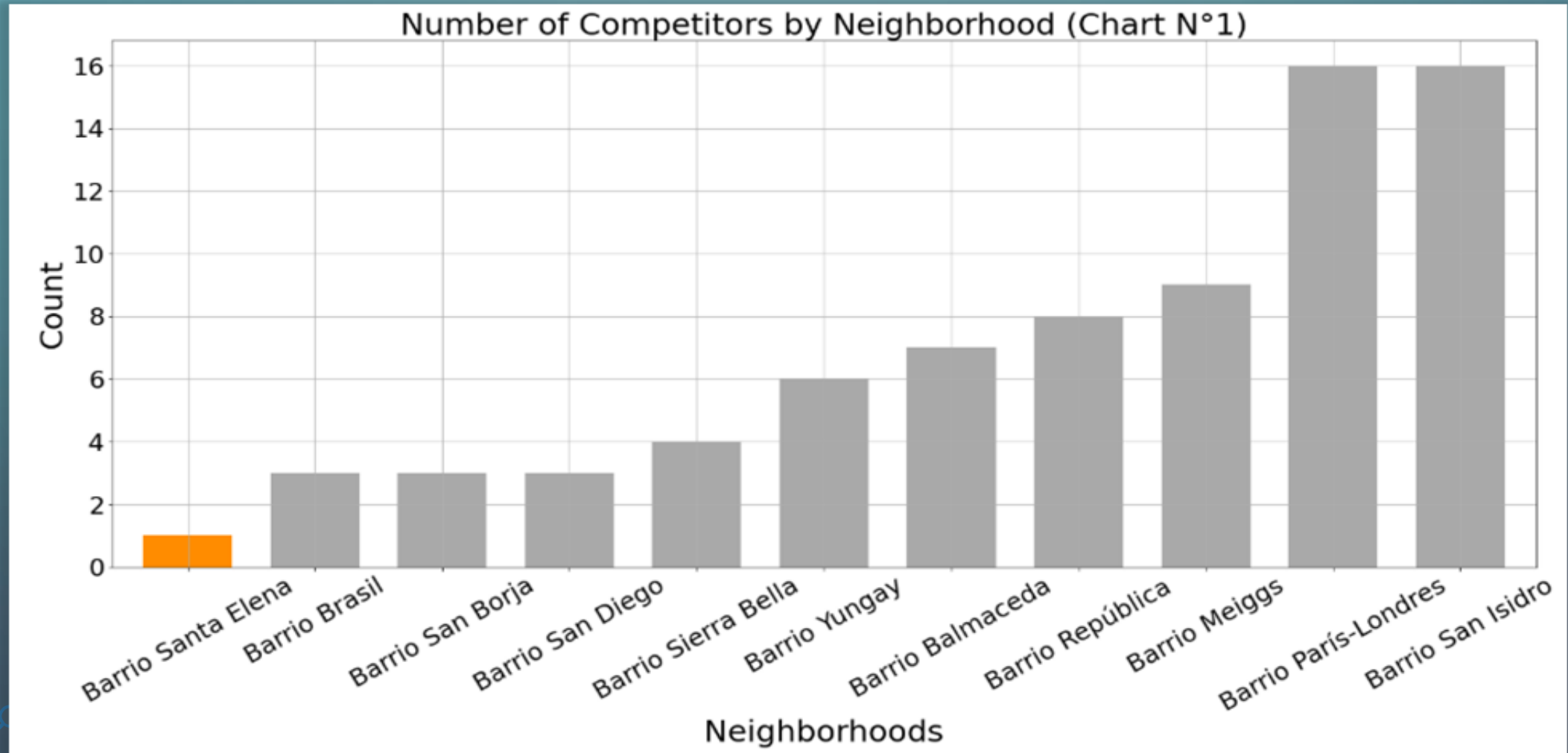
- The second and third task consists in data scraping, cleanliness and processing to permit visualizing the neighbors around Downtown Santiago.



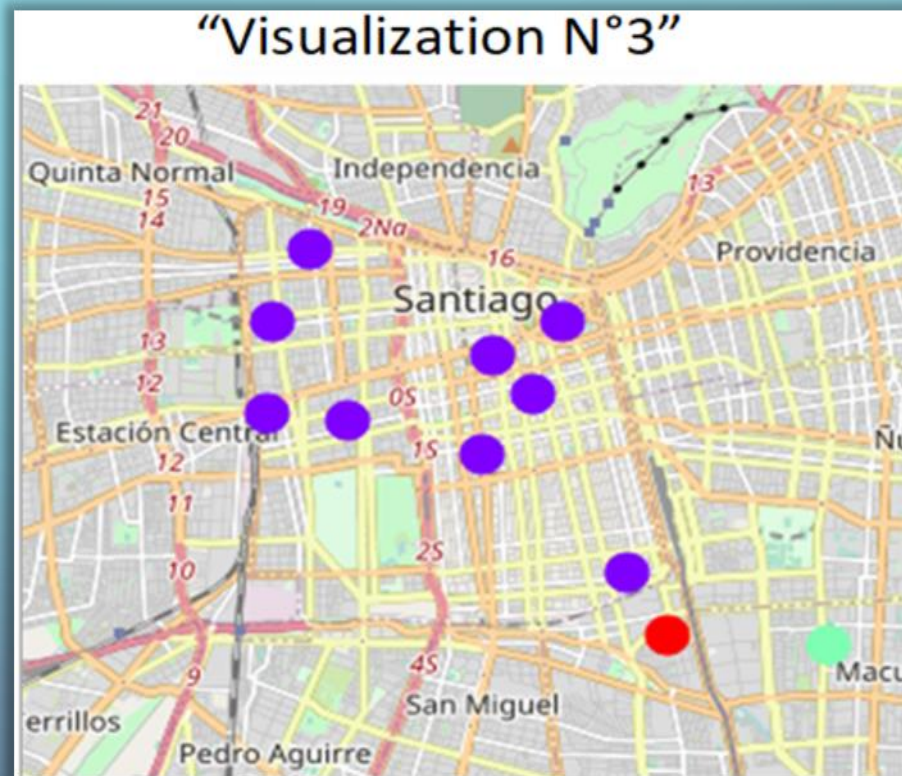
- The fourth task consists in creating a dataframe to see the top 10 Common venues per neighborhood in Downtown by means of using the Foursquare location data to explore and analyze the Neighborhoods.

	Neighborhood	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Most Common Venue	7th Most Common Venue	8th Most Common Venue	9th Most Common Venue	10th Most Common Venue
0	Barrio Balmaceda	Peruvian Restaurant	Pharmacy	South American Restaurant	Pizza Place	Mobile Phone Shop	Chinese Restaurant	Farmers Market	Martial Arts Dojo	Park	Skate Park
1	Barrio Brasil	Peruvian Restaurant	Liquor Store	Soccer Stadium	Restaurant	Seafood Restaurant	Discount Store	Dive Bar	Donut Shop	Electronics Store	Event Space
2	Barrio Meiggs	Shopping Mall	Pharmacy	Fried Chicken Joint	Sandwich Place	Restaurant	Café	Business Service	Asian Restaurant	Fast Food Restaurant	Nightclub
3	Barrio París-Londres	Coffee Shop	Sandwich Place	Pizza Place	Bookstore	Plaza	Restaurant	Café	Theater	Chinese Restaurant	Hotel
4	Barrio República	Pizza Place	Chinese Restaurant	Pub	Hot Dog Joint	Burrito Place	Bus Station	Restaurant	Lounge	Food	Martial Arts Dojo
5	Barrio San Borja	Hotel	Art Gallery	Art Museum	Gift Shop	Coffee Shop	Park	Yoga Studio	Mountain	Restaurant	Deli / Bodega
6	Barrio San Diego	Diner	Restaurant	Men's Store	Bus Station	Bus Line	Café	Food & Drink Shop	General Entertainment	Flea Market	Bistro
7	Barrio San Isidro	Pizza Place	Sushi Restaurant	Restaurant	Peruvian Restaurant	Latin American Restaurant	Fried Chicken Joint	Indian Restaurant	Gym / Fitness Center	Playground	Pharmacy
8	Barrio Santa Elena	Peruvian Restaurant	Farmers Market	Convenience Store	Sandwich Place	Park	Shoe Store	Bakery	Food	Flea Market	Fast Food Restaurant
9	Barrio Sierra Bella	BBQ Joint	American Restaurant	South American Restaurant	Health Food Store	Italian Restaurant	Paper / Office Supplies Store	Pet Store	Plaza	Chinese Restaurant	Hot Dog Joint
10	Barrio Yungay	Bar	Peruvian Restaurant	Museum	Restaurant	Latin American Restaurant	Performing Arts Venue	Historic Site	Metro Station	Event Space	Coffee Shop

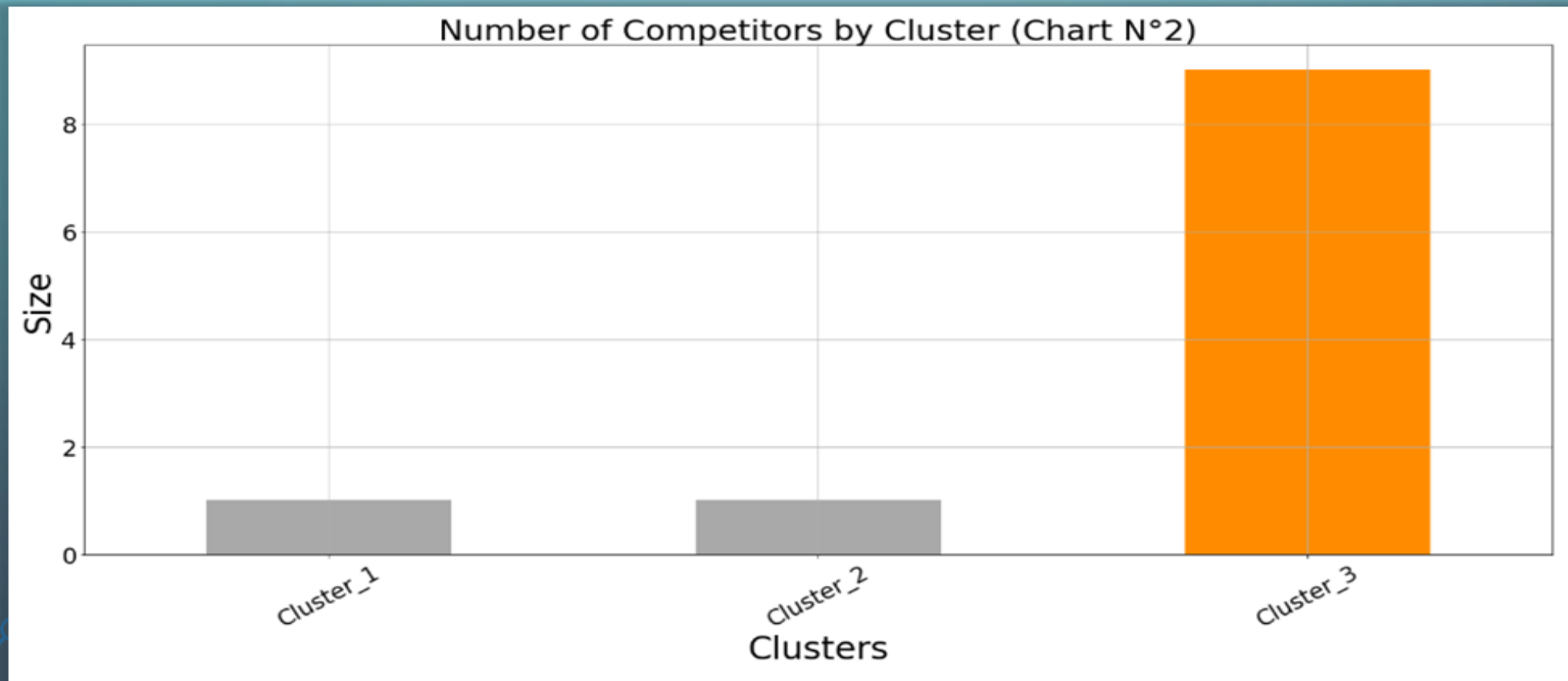
- Once the dataframe is done the direct competitors would be extracting to create a new dataframe of competitors with the aim of plotting a bar chart and visualize the number of them per neighborhood.



- The previous tasks showed that the neighborhood "Barrio Santa Elena" is the place with fewest competitors.
- Now a different approach by using "K-Means Clustering" would be taken by clustering the neighborhoods by similarities and visualizing the numbers of competitors per cluster.



- The clustering and subsequent visualization showed that the neighborhood "Barrio santa Elena" the place with fewest competitors and it is also standing out according to similarities.
- The neighborhood "Barrio Santa Elena" belongs to the cluster_1



Results

- The results reflected that is possible to answer the initial question whether if it is possible to start a Hungarian restaurant or not according to the number of competitors within Downtown Santiago if the neighborhood with fewest competitors is chosen.

Discussion

- On the one hand, one point to highlight is that the task perfectly clarified the initial question, leaving no doubts on the matter, but on the other hand, raised questions about whether it is better to perform new questions and searches or not.
- As a recommendation for those who start operating a Hungarian restaurant or any type of restaurant within Downtown Santiago, look for the place with the fewest competitors nearby is a good idea but it is necessary to think over the problem because this question don't answer all the perspectives to clarify the best spot to place it.

Conclusion

As a consequence of the results, it is possible to answer the question that is to clarify and locate what is the neighborhood with the fewest competitors in downtown Santiago.

The answers are the neighborhood called "Barrio Santa Elena" and the location is shown in the "Visualization N°3". But due to the amount of information collected during the task is not enough, it is possible to conclude that it is necessary to perform new questions and analyzes to make sure where place is the best to open a Hungarian restaurant.

Reference

- Communes and Neighborhoods of Chile.

https://es.wikipedia.org/wiki/Anexo:Comunas_de_Chile

- Main Neighborhoods of Santiago City.

https://www.google.com/maps/d/viewer?ie=UTF8&oe=UTF8&msa=0&mid=1ACWDQ2UW_t_jLBHcV49D4CuIWLE&ll=-33.49700571058003%2C-70.633807&z=11

- Main Neighborhoods of Downtown Santiago.

https://es.wikipedia.org/wiki/Anexo:Barrios_de_Santiago_de_Chile



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