

## Introduction

In this report I will analyze the better options where to open a Pizza Place in Buenos Aires city, Argentina.

To do this I will analyze distribution of pizza stores in the principal neighborhoods of Buenos Aires, and determine where the density is higher, where are located the best rated ones, and conclude the analysis with guidelines for future investors about the most appropriate locations to open a pizza store, and foresee the profiles of each neighborhood. That means locating the spots in each those neighborhoods, where there is a lack of stores, but there exist an habit of high consumption.