

Discussion and Conclusion

From the results I've got, I can say that there's a clear winner neighborhood I you want to make a more safe investment in a pizza store: San Nicolas. And that makes sense. San Nicolas is the financial area, where is the largest number of offices in the city.

But there's much more to say. It depends on the kind of pizza place you are thinking of, you should look up the clusters to see which neighborhood would be a better environment for your project.

If you are thinking of a typical classic pizza place a neighborhood from cluster 1 such as Parque Patricios, Chacarita or San Telmo would fit very good. But if you are thinking of a modern and modern pizza places, I'd recommend to look in cluster 4, such as Palermo, Villa Crespo, San Nicolas, or Belgrano.

Finally, we can see that 2016 opened with good perspectives, but it seems that in 2017, they cooled down. So if you are thinking to open a store, you should take this into account and think about the safest possibility.

To conclude this report, I should say that as pizza is a typical fast food in Buenos Aires, due to its italian roots, mixed up with the new pizza fashion coming from other places(mainly USA), it will always be a relatively safe investment. Just thinking about the different

neighborhoods will help you set a better consumption target.