

ACME COMPANY EVENT – REPORT

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Introduction

ACME Corporation is a big company which headquarters is localized on São Paulo (Brazil).

ACME is planning to transfer some employees of US office to São Paulo, To engage the employees accept to be reallocated to Brazil, ACME is organizing an event in São Paulo for their employees that will come from USA in order to visit the company installations in Brazil. The event will have the duration of 1 week. So ACME is trying to plan a good program, for the guests including a hotel of residence, a hall for meetings, shopping malls, restaurants and cafes. So the company's purpose is to make a list of places in São Paulo, including the nearest restaurants, cafes, and shopping malls for each place, to make a best introduction to the city for the guests of the event recommending interesting places to visit.

Data Acquisition

All data used in this project is/was provided by Foursquare and its API offered through Foursquare Developers site.

The data are grouped by landscape area, and each area included the information about this area and all information about restaurants, cafes, and stores which in this area.

Methodology

Firstly, I've collected the data about the hotels in São Paulo, cleaned the data frame dropping the unnecessary columns and NaN values, after and filtered the Hotels on the Postal Code of the event (01133-040).

	name	categories	address	lat	lng	postalCode	state
1	Hotel Íbis São Paulo Expo	Hotel	Rua Eduardo Viana, 164	-23.55052	-46.63331	01133-040	SP

After that, I repeated the same process with Restaurants, Cafeterias and Shopping Stores in São Paulo (disregarding the event postal code)

	name	categories	address	lat	lng	postalCode	state
0	Restaurant	Breakfast Spot	Hilton São Paulo Morumbi	-23.611028	-46.696616	04578-000	SP
1	Restaurante Shanghai	Chinese Restaurant	R. S. Carlos do Pinhal, 92	-23.565880	-46.649059	01506-000	SP
2	Aquarelle Restaurant	Restaurant	R. da Quintada	-23.547623	-46.634630	01012-010	SP
3	Aquarelle Restaurant	Restaurant	R. da Quintada	-23.547670	-46.635933	01012-000	SP
5	Restaurant Don Gourmet	Brazilian Restaurant	R. Aurora, 890	-23.542446	-46.644252	01209-000	SP
6	Restaurante Primeiro Mundo	American Restaurant	R. Quintino Bocaiuva, 114	-23.549688	-46.635063	01004-010	SP
8	Restaurante Master	Brazilian Restaurant	Pç. Gal. Gentil Falcão, 96	-23.604988	-46.693858	04571-150	SP
14	Restaurante Pirandello	Brazilian Restaurant	R. Libero Badaró, 332	-23.546721	-46.636502	01009	SP
15	Canvas Bar & Restaurant	Italian Restaurant	Av. das Nações Unidas, 12901	-23.611184	-46.696974	04578-000	SP
17	Red Roof Restaurants	Brazilian Restaurant	R. José Bonifácio, 35	-23.549009	-46.634681	01004-010	SP
19	Ráscali	Mediterranean Restaurant	Al. Santos, 870	-23.567021	-46.651648	01418-100	SP
20	Restaurante Bancário	Brazilian Restaurant	R. da Quintada, 84	-23.547666	-46.635153	01002-020	SP
21	Restaurante Lago Verde	Brazilian Restaurant	Rua José Bonifácio	-23.548936	-46.636102	01005-010	SP
23	Restaurante Mugui	Japanese Restaurant	R. da Glória, 111	-23.554111	-46.634212	01510-001	SP
24	Restaurante Monte Libano	Middle Eastern Restaurant	R. Cav. Basílio Jafet, 38	-23.544216	-46.632088	01022-020	SP
25	General Kung Restaurant	Japanese Restaurant	Av. Liberdade, 1078	-23.562050	-46.638694	01502-001	SP
27	Restaurante Cruzador	Portuguese Restaurant	R. Florêncio de Abreu, 720	-23.537816	-46.632996	01033-000	SP
29	Restaurante Boi na Brasa	Churrascaria	R. Marquês de Itá, 188	-23.543878	-46.646085	01223-000	SP

Figura 2 Restaurants in São Paulo

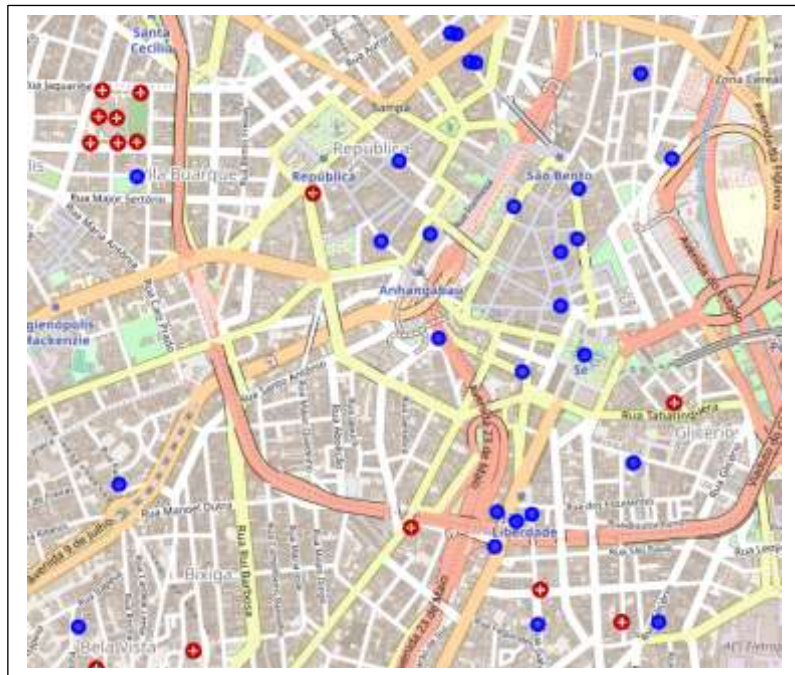
	name	categories	address	lat	lng	postalCode	state
0	Cafeteria Jardim da Piscina	Coffee Shop	R. 24 de Maio, 109	-23.544175	-46.639970	01041-001	SP
1	A Cafeteria	Café	Red Bull Station	-23.549992	-46.638571	01007-020	SP
2	Cafeteria Hotel Cafe	Café	R. Galvão Bueno, 425	-23.559383	-46.634981	01506-000	SP
3	Nicolas Cafeteria	Coffee Shop	R. Quintino Bocaiuva, 270	-23.551079	-46.635529	01004-010	SP
4	Cafeteria Vovó Lela	Coffee Shop	R. Leandro Dupré, 310	-23.596987	-46.646571	04025-011	SP
6	Cafeteria	Café	Fatec São Paulo	-23.529240	-46.632328	01101-010	SP
7	Jardim Cafeteria	Coffee Shop	R. Gen. Jardim, 490	-23.544674	-46.649365	01223-000	SP
9	La & Ka Cafeteria No Clube Esperia	Café	Av. Santos Dumont 1313	-23.516651	-46.632656	02009-010	SP
11	Cafeteria	Café	R. Pe. Adelino, 1000	-23.544473	-46.633269	03303-000	SP
14	Cafeteria Brooklyn	Café	R. Joel Carlos Borges, 92	-23.605444	-46.696020	04571-180	SP
15	Cafeteria	Café	Cinematca Brasileira	-23.592422	-46.646235	04021-070	SP
17	Cafeteria	Coffee Shop	Hospital Israelita Albert Einstein	-23.572599	-46.668993	01431-000	SP
19	Frutaria E Cafeteria Bella Palm	Coffee Shop	Rua Palm 192	-23.554799	-46.650001	01306-010	SP
20	Cafeteria Sete de Abril	Café	R. Sete de Abril 111 (Galeria Ipê)	-23.546776	-46.640632	01043-000	SP
22	Zel Cafeteria	Coffee Shop	R. Pamplona, 145	-23.559454	-46.651479	01405-000	SP
25	Black Bistro Cafeteria	Café	R. Vergueiro, 1353	-23.574394	-46.640310	04102-000	SP
26	Spiff Express Cafeteria	Cafeteria	Rua Boa Vista, 133	-23.546710	-46.633560	01014-000	SP

Cafeterias

	name	categories	address	lat	lng	postalCode	state
0	Shopping Light	Shopping Mall	R. Cel. Xavier de Toledo, 23	-23.546540	-46.638867	01048-100	SP
2	Shopping Porto Geral	Shopping Mall	Ladeira Porto Geral 14	-23.545068	-46.633524	01026-000	SP
3	SoGo Plaza Shopping	Shopping Mall	R. Galvão Bueno, 40	-23.555997	-46.635762	01316-030	SP
5	Shopping Via 16 - Centro	Shopping Mall	rua direita, 61	-23.548930	-46.634195	01002-001	SP
6	Shopping Sarzedas	Shopping Mall	R. Conde de Sarzedas	-23.554066	-46.631547	NaN	NaN
7	Shopping Mundo Oriental	Shopping Mall	R. Barão de Duprat, 323	-23.541283	-46.631281	NaN	SP
8	Shopping Trade Center	Shopping Mall	R. Galvão Bueno, 17	-23.555755	-46.635195	NaN	SP
9	Shopping Boulevard XV	Shopping Mall	NaN	-23.547152	-46.634165	NaN	NaN
10	Shopping Liberdade	Shopping Mall	Av. Liberdade, 326	-23.555687	-46.636446	01502-000	SP
11	Shopping São Bento	Shopping Mall	NaN	-23.545668	-46.635834	NaN	NaN
12	Shopping (Santa Ifigênia, 270)	Shopping Mall	Rua Santa Ifigênia, 270	-23.539950	-46.638122	NaN	SP
14	Shopping Anime	Shopping Mall	Avenida Liberdade 456	-23.556841	-46.636530	NaN	SP
17	Shopping Barão	Shopping Mall	Rua Barão de Duprat, 342	-23.544063	-46.630171	05433-001	SP
23	Shopping Paulistano	Shopping Mall	NaN	-23.559313	-46.630649	NaN	NaN
25	Shopping (R. Santa Ifigênia, 64)	Shopping Mall	Rua Santa Ifigênia, 64	-23.540894	-46.637435	NaN	SP
27	Shopping (R. Santa Ifigênia, 29)	Shopping Mall	Rua Santa Ifigênia, 29	-23.540934	-46.637220	NaN	SP
29	Shopping 92	Shopping Mall	NaN	-23.539753	-46.637241	NaN	NaN

Shopping Stores

After collecting all this data, we can make a map to see all elements together.



Results

Considering the data obtained, we can say that the best choice of hotel is the Hotel Ibis Sao Paulo Expo, which is close to the venue of the company's event and also close to several leisure spots in the city center.

Observations

I'd recommend the company searches for transport for the guests too, like public transportation, or simply recommend apps of urban transport to the guests.