

Choosing the right spot in SP

Finding a good neighborhood for burger fast-food unit in São Paulo

Things to take into consideration:

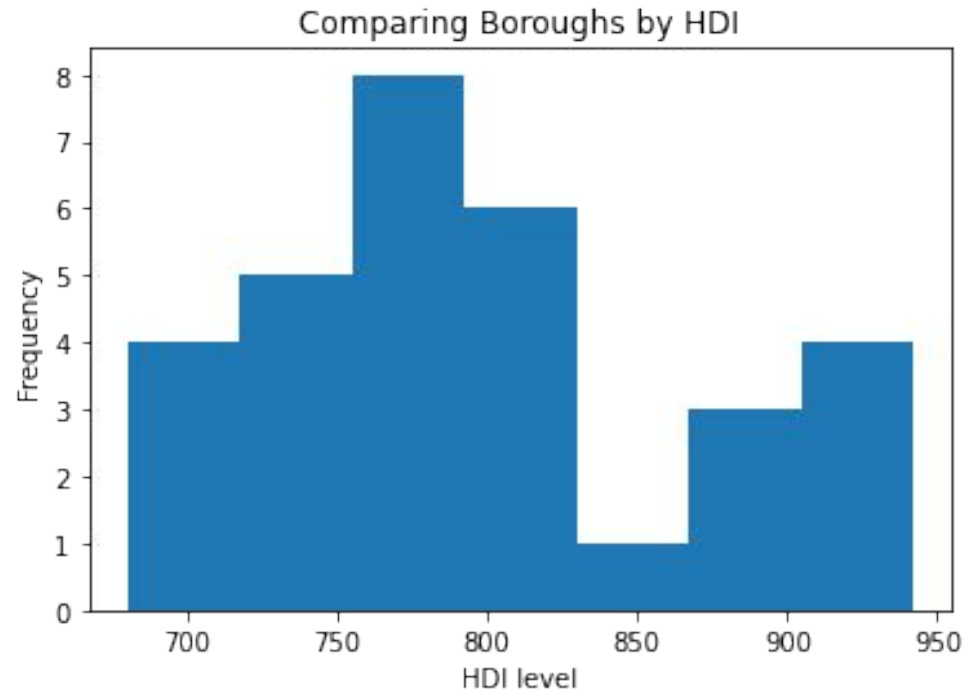
- Target on upper middle class customers
- In a dense and well developed neighborhood
- Regions with a decent amount of bars and restaurants



Data acquisition and cleaning

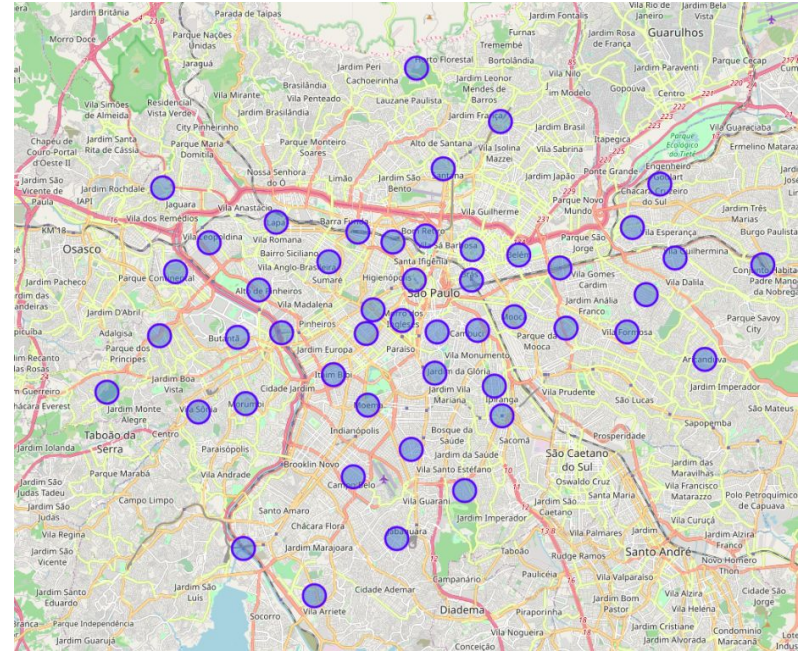
- Relationship between Boroughs and quality of living scraped from [Wikipedia page](#).
- Population and Demographic density scraped from the [City Hall website](#)
- Data about the venues located within each neighborhood from [Foursquare API](#)
- Had to deal with values at the wrong format, merged all the tables into one
- Cleaned data contains 11 features

Inequality between the 31 Boroughs of São Paulo



49 out of 96 Neighborhoods of São Paulo were analyzed

Those were select by Human Development Index (above 800) and Demographic Density (above 5000 citizens per square km)



Statistical Inference and Clustering

- Giving the unlabeled data, Kmeans clustering was chosen for the project
- After clustering and labeling the data set, I chose a cluster that fitted best with the initial ideas for the restaurant (Label 1)
- After that, I created a formula to calculate the best neighborhoods based on venue types of each region. I took into consideration possible competitors like existing Burger Joints and Sandwich Places in each Neighborhood.

Results

- Top 3 Neighborhoods with the best results:

-Campo Belo

-Mooca

-Lapa

Neighborhood	Results
Campo Belo	15.556
Mooca	14.815
Lapa	10.256
Saúde	4.762
Liberdade	2.857
Tucuruvi	1.020

Conclusion

We could take many other variables into consideration for this analysis, but I am happy with the results and insights taken, thank you for following along.



Campo Belo, São Paulo