

The Battle of The Neighborhood Santiago vs Buenos Aires

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1.Introduction

1.1 Background

Santiago, the capital of Chile, located in the western part of South America and close to the foothills of the Andes, is the largest city in the country and concentrates a population of more than 6 million inhabitants. It is a city with multiple panoramas, versatile and cosmopolitan, full of contrast, combining the traditional history of Chile, concentrated in the central and western area of the city and modernity, which has settled in the eastern sector of the capital.

Buenos Aires City, the capital of Argentina, is located on the southern bank of the Río de la Plata, eastern part of South America, in the Pampas region. It concentrates a population of more than 3 million inhabitants, it is a cosmopolitan city, and an important tourist destination in Latin America.

Both cities are very diverse and are the capitals of their respective countries, they have some things in common such as being considered the safest cities in Latin America (according to the 2019 Safe Cities Index, carried out by the British media The Economist Intelligence Unit) and present a similar average value of square m2 to obtain housing, with 3,111 dollars for Santiago and a price of 3,125 dollars for Buenos Aires (according to a study published by the Center for Research in Finance at the Torcuato di Tella University, Argentina)

As a result of this, the interest to discover that other similarities exist between these cities is born.

1.2 Business Problem

This Project seeks to segment each city, Santiago into the districts of the Province of Santiago and Buenos Aires in neighborhoods, and to explore what services are available in each of these divisions, to know which is the most common category in each of them, to then classify them and perform a clustering analysis to determine how similar or different they are.

This can be useful for stakeholders in moving from one city to another, and who want to maintain a similar lifestyle when changing places of residence.

2.Data

The data necessary to carry out the analysis of the problem are:

-**Administrative division of each city and its geographical coordinates.** For Santiago de Chile, the data was extracted from: https://es.wikipedia.org/wiki/Anexo:Comunas_de_Chile. While the information from Buenos Aires was extracted from:

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

- **The most common venues in each area.** These will be obtained using the Forsquare API

- **Value of the square meter of the housing.** These were obtained from:

<https://www.latercera.com/pulso/noticia/precio-del-m2-departamentos-supera-los-2-millones-siete-comunas-santiago/654495/>, for Santiago and from:<https://blog.properati.com.ar/reporte-del-mercado-inmobiliario-properati-oikos-bs-as-mayo-2019/>, for Buenos Aires.