

Where to start an advertising campaign reaching the desired target in Milan

Data analysis of Milan

Introduction and background

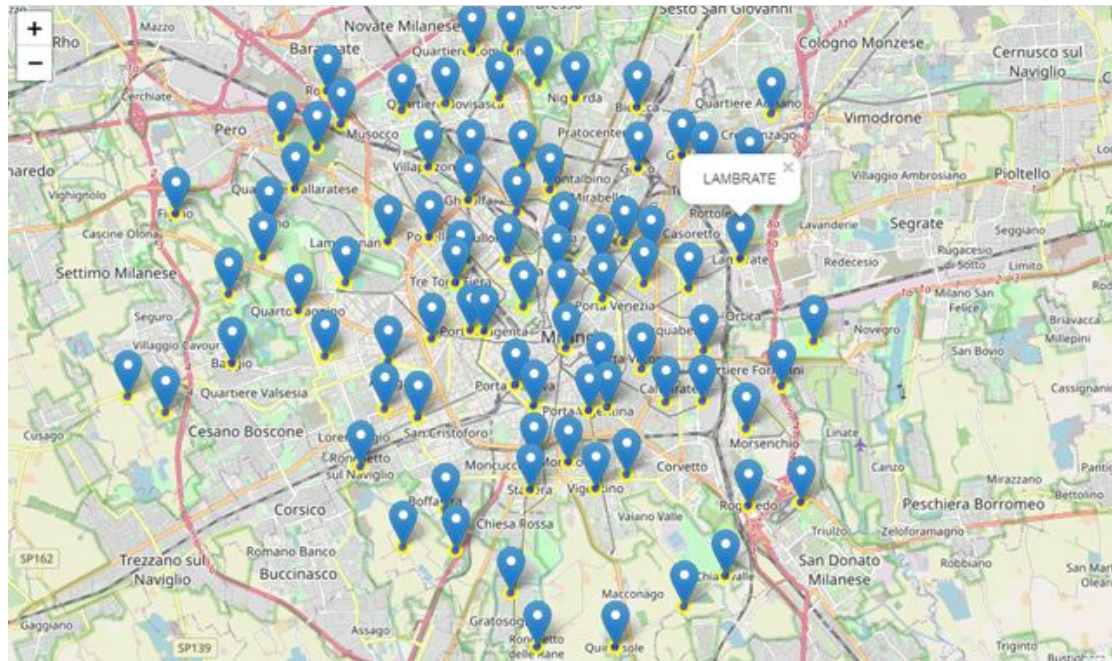
- In the city of Milan there are many advertising agencies that have several customers who request to advertise their products to specific targets
- Advertising companies need to understand where within the city of Milan it is possible to reach the category of subjects requested by the customer
- In particular for b2b campaigns through leaflets and promoters it is necessary to know where the various categories of merchants are positioned
- To make the advertising campaign more effective and efficient, it is necessary to analyze the data relating to the neighborhoods and categories of shops located within the city

Data Description

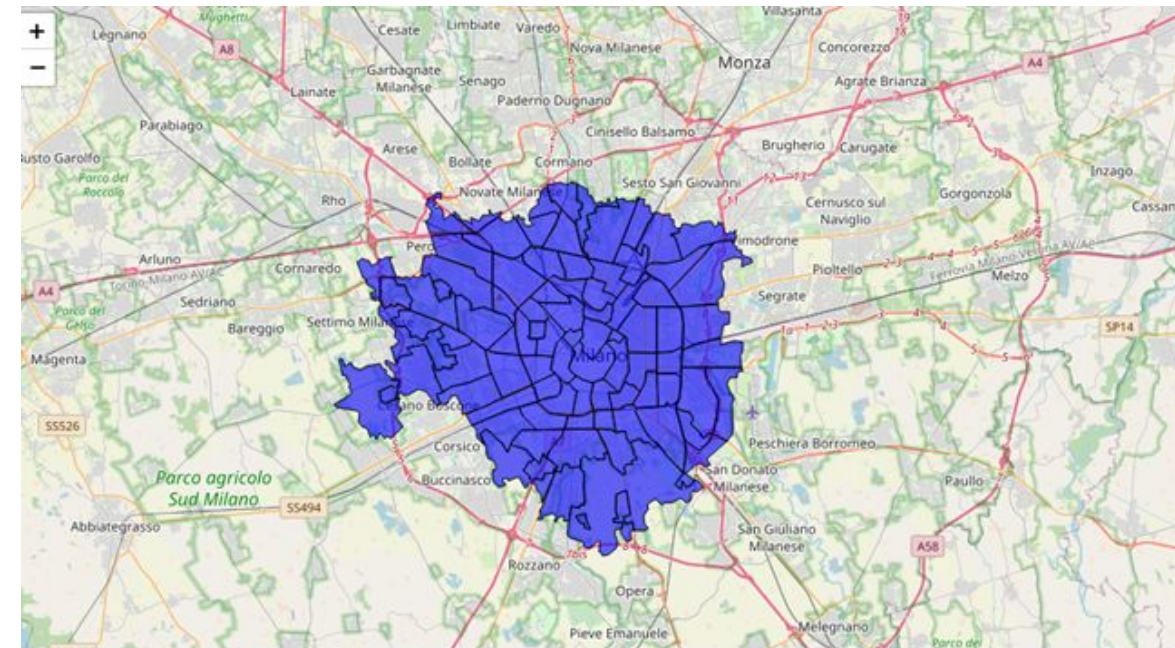
- data relating to the geolocation of the districts of Milan. These data are recoverable and downloadable in geojson format from the website of the municipality of Milan <https://dati.comune.milano.it/dataset/e8e765fc-d882-40b8-95d8-16ff3d39eb7c>
- the geolocation data relating to the restaurants in the city of Milan will be acquired using the foursquare api

The city

The position of neighborhoods



The shape of neighborhoods



Methodology

- In this project we will direct our efforts on detecting areas of Milan that have High restaurant density
- We will limit our analysis to area 500m around center of each neighborhood
- We have collected the required data to locate the list and coordinates of the districts of Milan
- We use forsquare to identify the restaurants in the neighborhoods create a dataframe containing all the restaurants for each district

The dataframe and the ranking

	Borough	Neighborhood	City	Nation	Latitude	Longitude
0	48	RONCHETTO SUL NAVIGLIO	Milano	It	45.4397	9.12822
1	64	TRENNO	Milano	It	45.4906	9.10087
2	67	PORTELLO	Milano	It	45.4878	9.14901
3	81	BOVISASCA	Milano	It	45.5158	9.15378
4	84	PARCO NORD	Milano	It	45.5199	9.18131
...
82	68	PAGANO	Milano	It	45.4683	9.1611
83	2	BRERA	Milano	It	45.4735	9.18841
84	33	ROGOREDO	Milano	It	45.4316	9.24448
85	17	ADRIANO	Milano	It	45.5136	9.2512
86	53	LORENTEGGIO	Milano	It	45.4517	9.13562

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PORTA GARIBALDI    35
BRERA               33
DUOMO              31
LODI                27
PORTA GENOVA        25
..
CANTALUPA           1
STEPHENSON           1
ORTOMERCATO          1
BRUZZANO             1
TRE TORRI            1
Name: Quartiere, Length: 62, dtype: int64
```


Results & Conclusion

- Our analysis shows that although there is a great number of restaurants
- At the end of our work we have a list with the total number of restaurants in each district(limited to 500 mt from the center
- The areas with the greatest presence of restaurants
- The analysis is adaptable to our needs. It will be possible, if necessary, to identify where there is the greatest concentration of supermarkets or medical offices or other activities.

The best five

Quartiere	
PORTA GARIBALDI	35
BRERA	33
DUOMO	31
LODI	27
PORTA GENOVA	25