

Where to open an
italian restaurant in
Milan?

Why?

- Milan is the italian financial capital
- It is vibrant ad full of life
- People can have the money to spend and enjoy going out at night

Requirements

- Find the best neighborhood to open the restaurant in the city

Constrains

- TOTAL BUDGET TO BUY A SPOT: 1000000€
- RESTAURANT NO BIGGER THAN: 100sqm

Available Data

- Info about Milan neighborhood: italian statistical Agency

https://github.com/matfarina/Coursera_Capstone/commit/8b1bdfd50b167aa35b17dcc5a90dbe3704fa0393

- Info about Milan sqm prices: italian statistical Agency

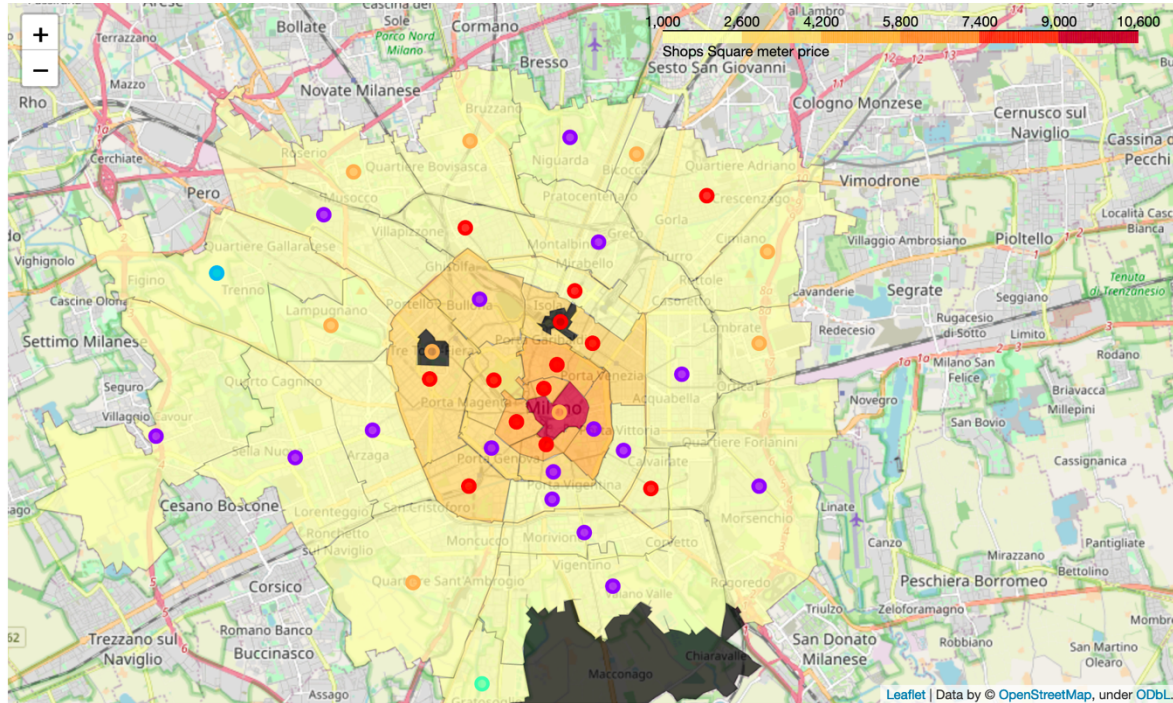
https://github.com/matfarina/Coursera_Capstone/blob/master/valori.csv

- Business activities: Foursquare (via API)

Techniques

- K-Clustering
- Defining most common location type in the area
- Price comparison

Results



Map with prices and grouping

| | COD | ZONA | 1st Most Common Venue | 2nd Most Common Venue | 3rd Most Common Venue | 4th Most Common Venue | 5th Most Common Venue | 6th Most Common Venue | 7th Most Common Venue | 8th Most Common Venue | 9th Most Common Venue | 10th Most Common Venue | Average price |
|----|-----|----------------|-----------------------------|-----------------------------|-----------------------------|-----------------------------|-----------------------------|-----------------------------|-----------------------------|-----------------------------|-----------------------------|------------------------------|------------------|
| 2 | D13 | Theater | Plaza | Buffet | Steakhouse | Supermarket | Café | Nightclub | Electronics Store | Farmers Market | Fast Food Restaurant | 1725.0 | |
| 16 | E8 | Sports Club | Park | Plaza | Playground | Bar | Historic Site | Food Court | General Entertainment | Gay Bar | Gastropub | 1225.0 | |
| 22 | B12 | Boutique | Plaza | Italian Restaurant | Hotel | Ice Cream Shop | Monument / Landmark | Clothing Store | Coffee Shop | Dessert Shop | Art Museum | 14475.0 | |
| 30 | D21 | Theater | Farm | Soccer Field | Bakery | Trattoria/Osteria | Café | Farmers Market | Fast Food Restaurant | German Restaurant | General Entertainment | 1575.0 | |
| 31 | D32 | Café | Ice Cream Shop | General Entertainment | Park | Hostel | Convenience Store | Supermarket | Cocktail Bar | Health Food Store | Gym / Fitness Center | 1625.0 | |
| 32 | D34 | Café | Italian Restaurant | Plaza | Steakhouse | Piadineria | Sandwich Place | Sushi Restaurant | Multiplex | Shopping Mall | Gym | 1475.0 | |
| 37 | D10 | Dog Run | Park | Italian Restaurant | Soccer Field | Performing Arts Venue | Bookstore | Food Court | Gay Bar | Gastropub | Gaming Cafe | 1900.0 | |
| 38 | D28 | Nightclub | Racecourse | Bed & Breakfast | Outdoor Sculpture | Cocktail Bar | Golf Course | Burger Joint | Grocery Store | Seafood Restaurant | Optical Shop | 1250.0 | |

Dataframe about group 4. D13 is the selected neighborhood

D13 area is the most promising!!!