



# Capstone Project

The Battle of Neighbourhoods

Business Problem



# Background



Milano, is the Business and Financial capital of Italy. Most important companies have their Italian Head-Quarter in Milano. That means a lot of people move in Milan to find the best working place, and to improve their career

Starting from Expo '15 Milano is Living a fast growing period in terms of business opportunities, and that is increasing tourism, the born of new companies, and obviously, people who decide to live here.

Milano, is well know also for its “Movida”, and is full of restaurants, pubs, discos, also its cultural offer is huge, with its museums, theatres and university.



# Business Problem



In a city with a business heart, that is living a fast-growing period, finding the best place to live with young children is becoming really hard, especially if you don't know the city, because you are relocating here for work reasons.

The question to answer, thus, is:

“which is the most **family-friendly** neighbourhood in Milano?”



# Target



The target is huge and include:

- Families living in Milan who are looking for a new location which fits better their needs
- Families moving to Milan
- Real Estate Agencies, in order to provide a better service to their clients