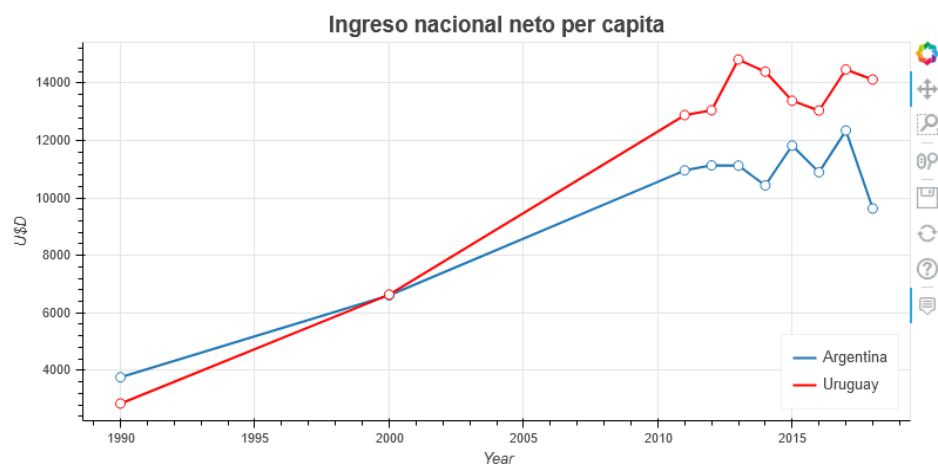
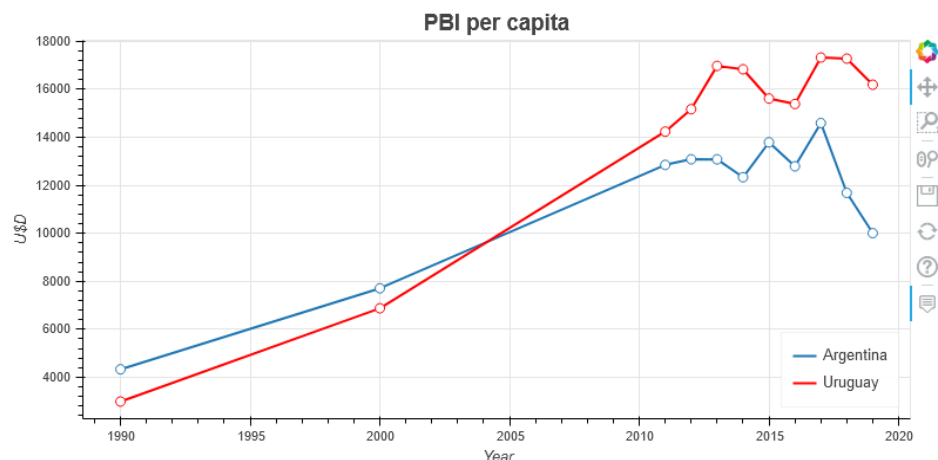


# Competitive analysis: coffees and restaurant sector in Uruguay

Coursera Capstone

December 2020

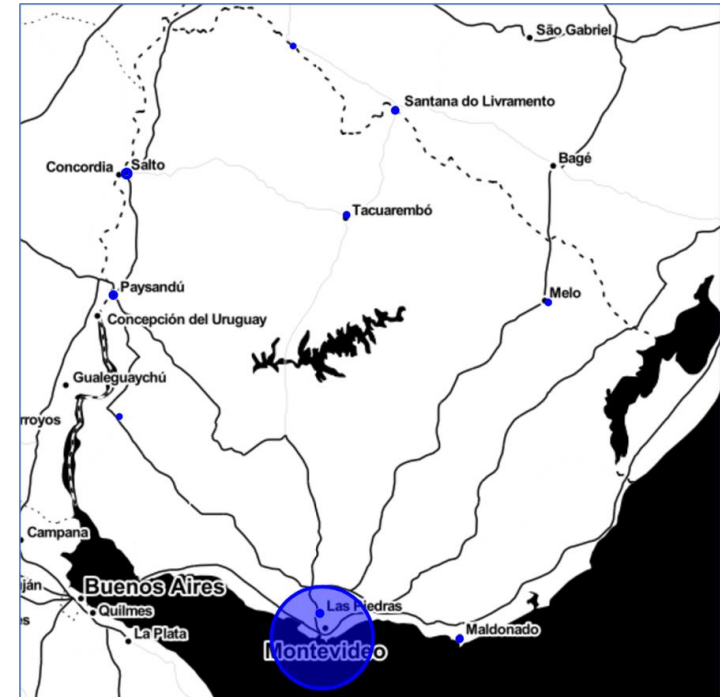
# 1. Uruguay economy overview



- Uruguay is positioned among the first places in the region in relation to various well-being indices, such as the Human Development Index, the Human Opportunity Index and the Economic Freedom Index
- In July 2013, the World Bank classified Uruguay as a high-income country. By 2017, the Gross National Income per capita at purchasing power parity (PPP) amounted to US\$21,870
- Uruguay and Argentina have strong cultural bonds. The societies have the same passions for soccer, and Tango, and good meat, but the economies have taken a different path. These charts show the progress of the Uruguay economy against Argentina.

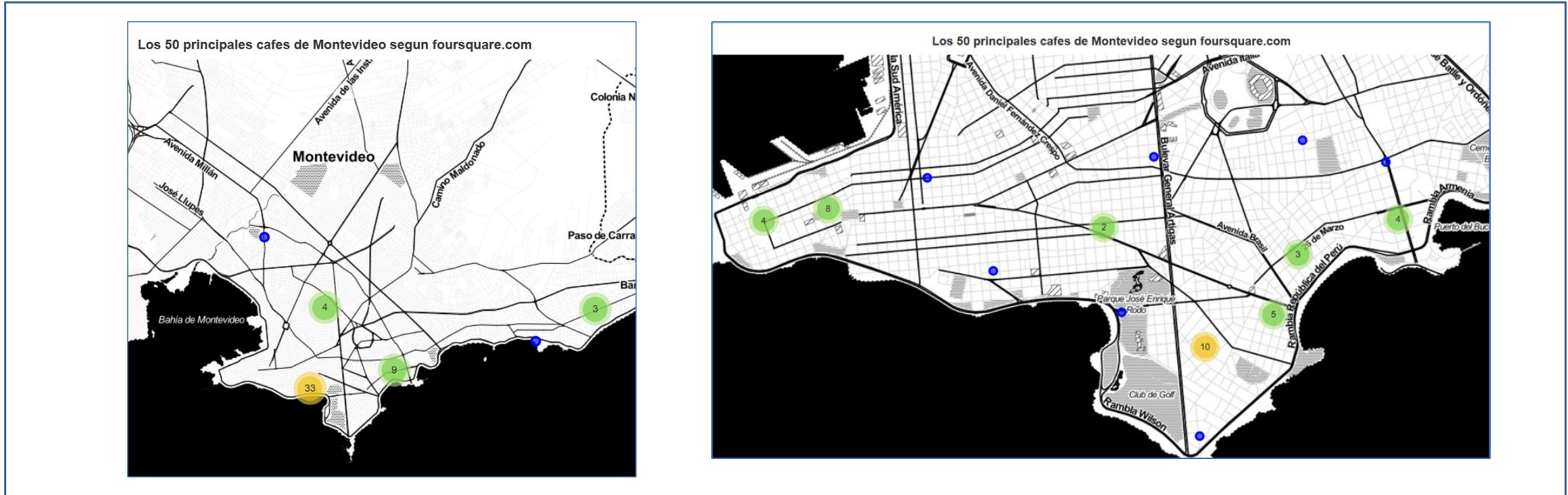
## 2. Main cities characterization

DEPARTAMEN	NOMBRE_LOC	CODLOC	POBL	PRO P	DENS_HB_KM	latitude	longitude
MONTEVIDEO	MONTEVIDEO	1020	1304729	42%	5440	-34.9058916	-56.1913095
SALTO	SALTO	15120	104011	3%	2812	-31.38889	-57.9608876
PAYSANDU	PAYSANDU	11120	76412	2%	3539	-32.3217257	-58.0892136
CANELONES	LAS PIEDRAS	3221	71258	2%	3150	-34.7274904	-56.2164982
RIVERA	RIVERA	13220	64465	2%	2221	-30.900058	-55.5408151
MALDONADO	MALDONADO	10320	62590	2%	4916	-34.9087162	-54.9582718
TACUAREMBO	TACUAREMBO	18220	54755	2%	1721	-31.7110183	-55.9788762
CERRO LARGO	MELO	4220	51830	2%	3131	-32.3772767	-54.1494304
SORIANO	MERCEDES	17220	41974	1%	3757	-33.2484204	-58.0298671
ARTIGAS	ARTIGAS	2220	40657	1%	2740	-30.3984136	-56.4638078



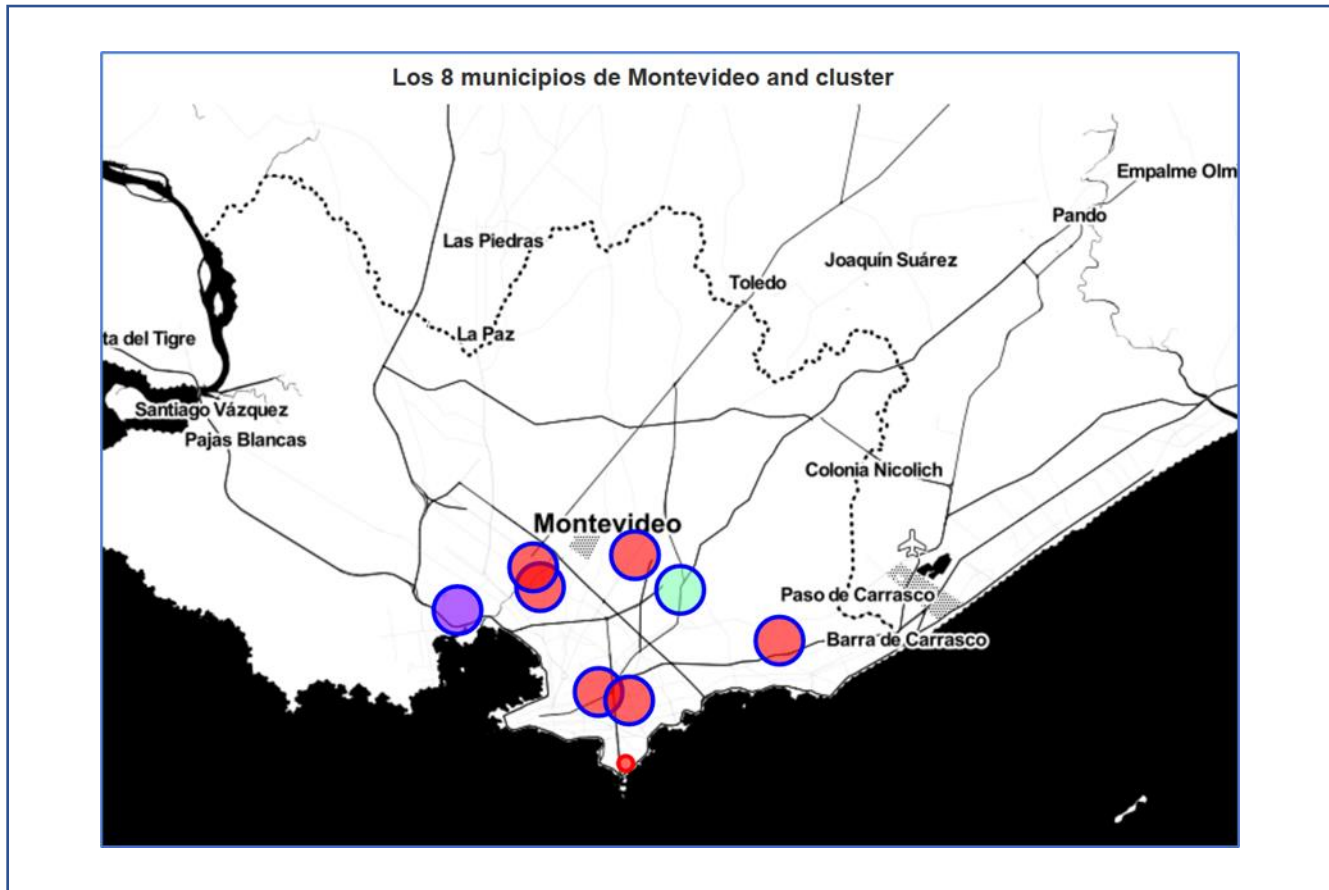
- The ten most populated cities in Uruguay account for 61% of the total population. Montevideo, the capital, is 42% of the population, but if you add the nearby cities the percentage increases to 54%. If you want to do business in Uruguay, **Montevideo is the most important city to have a commercial presence.**
- The radius of the circle is equal to  $100 \times \%$  of the population of each city. The idea is to show the size of the potential demand in each city. For reference, Montevideo is ten times larger than Salto, the second city in terms of population.

### 3. Business opportunities in Montevideo and its neighborhoods(I-II)



- Montevideo is the main economic market in Uruguay. The main industries and a large part of the population are concentrated there. The focus of the project is to know the coffee shop business and characterize the neighborhoods of the city. First, a search for the best coffee shops on Montevideo using the Foursquare API.

### 3. Business opportunities in Montevideo and its neighborhoods (II-II)



- Montevideo is organized in 8 municipalities. Each one of them are used to generate the characterization clusters.
- To characterize each municipality, I look for all the venues near them. The idea is to find a pattern that detects business opportunities. The type of places and the number of each are used to run a k-means algorithm ( $kclusters = 3$ ).

# Conclusions and next steps

- Uruguay is working hard to be a country model for the rest of Latin America. It has all that needs to be a great place to live and do business.
- Montevideo concentrates more than 50% of the population of Uruguay, which makes it the first city to analyze. A correct business strategy in this city is determinant to the success of any business in Uruguay.
- You can use different technics to analyze the coffee shop business market in Montevideo. In this case, I did two simple analysis: 1) plot in a map the best coffee shops, 2) characterized de municipalities using k-means.
- Georeferenced the best coffees, and group them geographically could be the best start point to deep in the analysis. It is easy to differentiate three concentrate points and use them to add new information around them in the next project phase.

