

Capstone Project

WHERE WOULD YOU PUT AN ADVERTISING IN A CITY LIKE BOGOTÁ IN ORDER TO IMPACT THE GREATEST NUMBER OF PEOPLE?

Introduction

- ▶ To choose a correct place to show your advertising can be an advantage and also the definitive factor when we measure the success or fail of the publicity

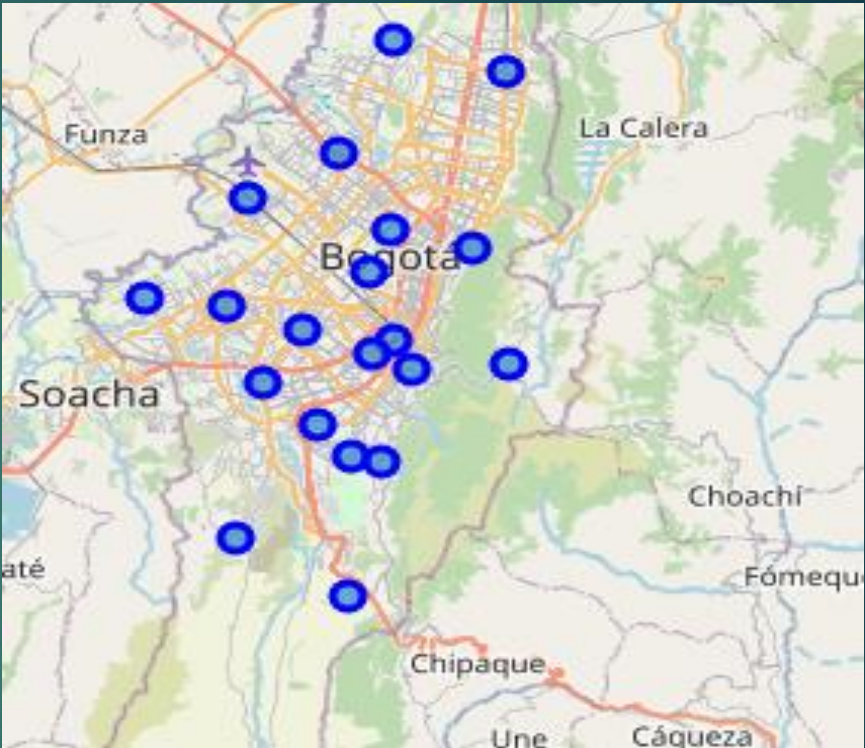


DATA

	LOCALIDAD	LONGITUD	LATITUD	CODIGO	gp
0	CHAPINERO	-74.0467	4.6569	2	-74.0467,4.6569
1	TUNJUELITO	-74.1407	4.5875	6	-74.1407,4.5875
2	ANTONIO NARIÑO	-74.1009	4.5486	15	-74.1009,4.5486
3	PUENTE ARANDA	-74.1227	4.6149	16	-74.1227,4.6149
4	USAQUÉN	-74.0312	4.7485	1	-74.0312,4.7485

(1351, 7)

	LOCALIDAD	LATITUD	LONGITUD	LUGAR	LUGAR LATITUD	LUGAR LONGITUS	CATEGORIA
0	CHAPINERO	4.6569	-74.0467	Bandido Bistro	4.661514	-74.050307	French Restaurant
1	CHAPINERO	4.6569	-74.0467	Quebrada La Vieja	4.650833	-74.049511	Scenic Lookout
2	CHAPINERO	4.6569	-74.0467	El Caracol Azul	4.656121	-74.053203	Peruvian Restaurant
3	CHAPINERO	4.6569	-74.0467	Harry Sasson	4.659021	-74.054525	Restaurant
4	CHAPINERO	4.6569	-74.0467	Brot Bakery & Cafe	4.663257	-74.050578	Bakery



METHODOLOGY

DBSCAN

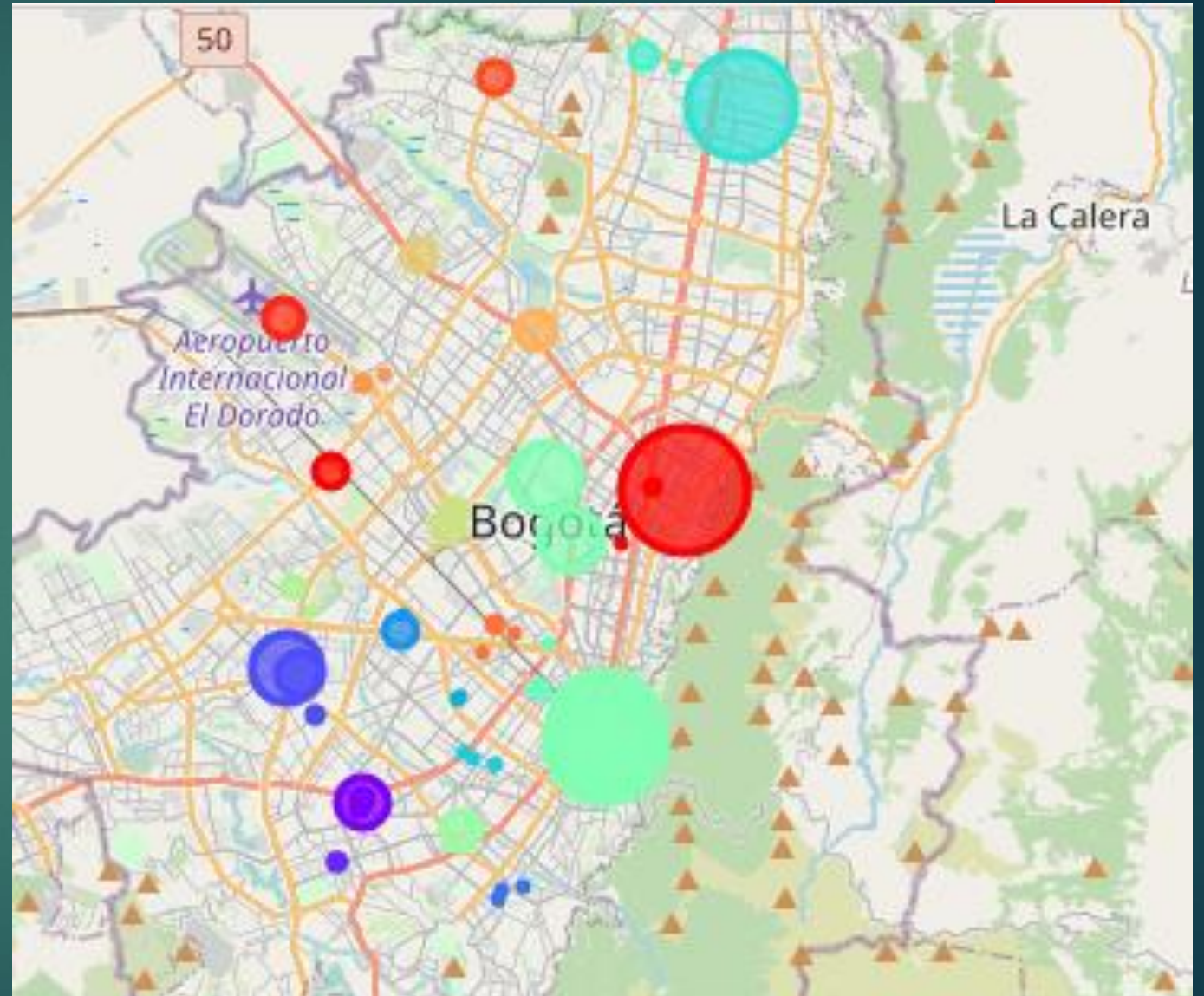
► 21 labels

	LOCALIDAD	LATITUD	LONGITUD	LUGAR	LUGAR LATITUD	LUGAR LONGITUS	CATEGORIA	Labels
0	CHAPINERO	4.6569	-74.0467	Bandido Bistro	4.661514	-74.050307	French Restaurant	0
1	CHAPINERO	4.6569	-74.0467	Quebrada La Vieja	4.650833	-74.049511	Scenic Lookout	0
2	CHAPINERO	4.6569	-74.0467	El Caracol Azul	4.656121	-74.053203	Peruvian Restaurant	0
3	CHAPINERO	4.6569	-74.0467	Harry Sasson	4.659021	-74.054525	Restaurant	0
4	CHAPINERO	4.6569	-74.0467	Brot Bakery & Cafe	4.663257	-74.050578	Bakery	0

RESULTS

- More dense localities:

LOCALIDAD
CHAPINERO
LA CANDELARIA
BOGOTÁ
USAQUÉN
LOS MÁRTIRES



DISCUSSION

- ▶ Limit by the number of venues per call
- ▶ Change of the radius that we use to make the call in Foursquares API
- ▶ For the DBSCAN method I use the parameter min_samples equal to 10
- ▶ Add more features to the clustering method.

CONCLUSION

I use a list with at most 100 venues per locality, then I cluster then using the method DBSCAN, so I cluster it based in density or looking for the areas with more public venues. I could group the venues and finally found that the better areas to advertise something using a poster are CHAPINEIRO, LA CANDELARIA, BOGOTÁ, USAQUÉN and LOS MARTIRES.

