Applied Data Science Capstone:

Predicting the Best place to put a Restaurante

Author: Matías Vargas
Date: 17/07/2020

1. Introduction

1.1 Background

Santiago, also called Santiago de Chile, is the capital of Chile and the Santiago Metropolitan Region, of which it is also the geographic center and whose population is mostly concentrated in the city. It is currently the economic and administrative center of the country, as well as being the largest urban area with the largest population in the Chilean territory, with approximately 7.5 million inhabitants.

Santiago routinely positions itself as a leading city in Latin America in a number of social, economic and environmental factors. The Chilean capital is the second most competitive city in Latin America, second only to São Paulo (Americaeconomia, 2011), as well as the third with the best quality of life, the second in South America and the 90th in the world , and the safest in Latin America (Mercer PR, 2011). In addition, it is considered a global Alpha-class city (Globalization and World Cities Study Group and Network, 2020), and the 53rd highest-income city in the world, with a GDP (PPP) of USD 91 billion in 2005 and an estimate of 160 billion USD by 2020 (PriceWaterhouseCooper, 2007).

1.2 Problem

In a Santiago de Chile, if someone is looking to open a restaurant, where would you recommend that they open it?

1.3 Interest

The author of this report, is passionate for food, so in the future his going to open a restaurant. With his knowledge, he will determine the best place for his future restaurante, to be a success.

2. Data acquisition and cleaning

2.1 Data sources

The principal information is obtained from Wikipedia page, Comunas de Santiago de Chile, this page has the information of every borough of Santiago. Also Foursquare is a important source of information.

3. Bibliography

Americaeconomia. (2011). *Especial Ciudades 2011*. Rankings.americaeconomia.com. Retrieved 17 July 2020, from https://rankings.americaeconomia.com/2011/ciudades/ranking.php.

Mercer PR. (2011). *NZ cities retain top spots in worldwide Quality of Living | Scoop News*. Scoop.co.nz. Retrieved 17 July 2020, from https://www.scoop.co.nz/stories/AK1111/S00727/nz-cities-retain-top-spots-in-worldwide-quality-of-living.htm/.

Globalization and World Cities Study Group and Network. (2020). *GaWC - The World According to GaWC 2018*. Lboro.ac.uk. Retrieved 17 July 2020, from https://www.lboro.ac.uk/gawc/world2018t.html.

PriceWaterhouseCooper. (2007). *Wayback Machine*. Web.archive.org. Retrieved 17 July 2020, from https://web.archive.org/web/20070610175146/http://www.ukmediacentre.pwc.com/imagelibrary/downloadMedia.asp?MediaDetailsID=863.