

CAPSTONE PROJECT – THE BATTLE OF NEIGHBORHOODS

CHOOSING THE BEST
NEIGHBORHOOD TO OPEN A
BEER BAR

INTRODUCTION

- The City of Buenos Aires is the capital and most populous city of the Argentine Republic.
- The estimated population of the city is 3,075,646 habitants and that of the Agglomerate Gran Buenos Aires is 17,541,141 habitants.
- Buenos Aires is a cosmopolitan city and an important tourist destination
- According to a quality of life study (2016) by Mercer Human Resource Consulting the city is ranked 93rd globally and second in Latin America after Montevideo.
- The city has a privileged group of 60 bars with great history and renown within the city.

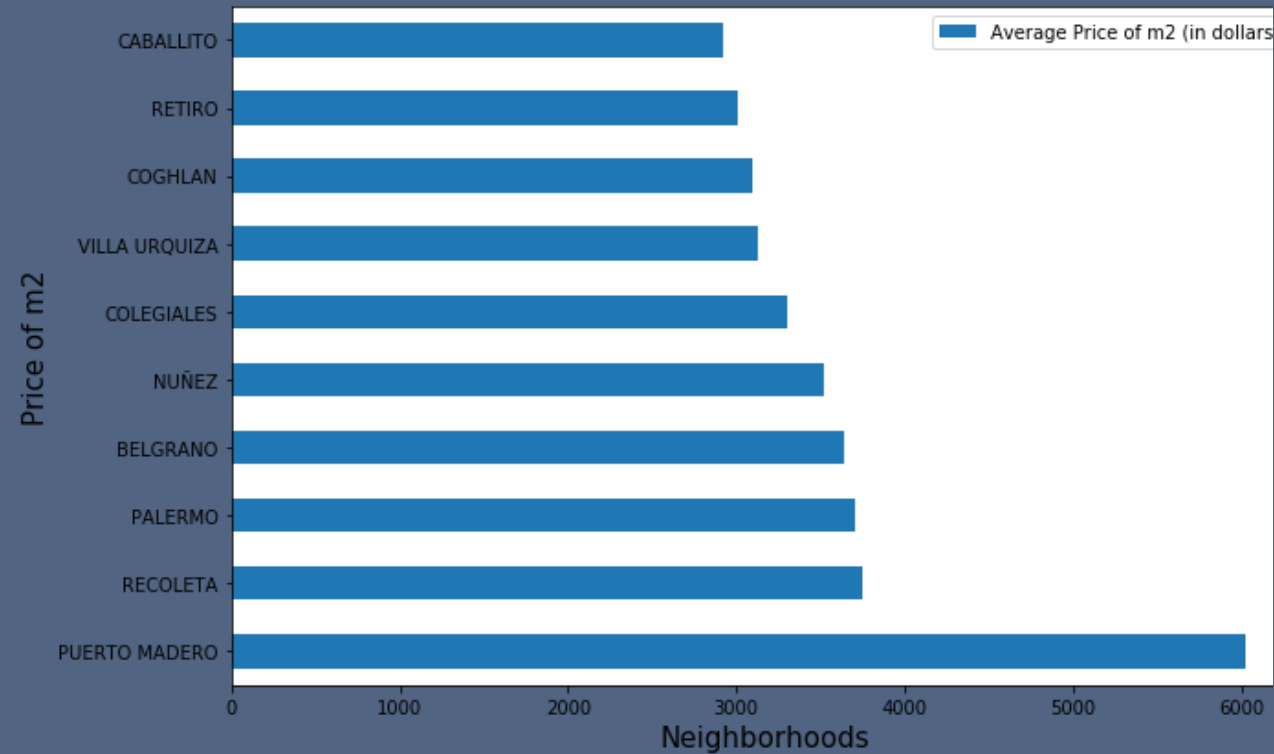
With the rise of bars dedicated to craft beer, this project will seek to list and visualize all the neighborhoods of the City of Buenos Aires in search of the best place to open a new bar.



DATA

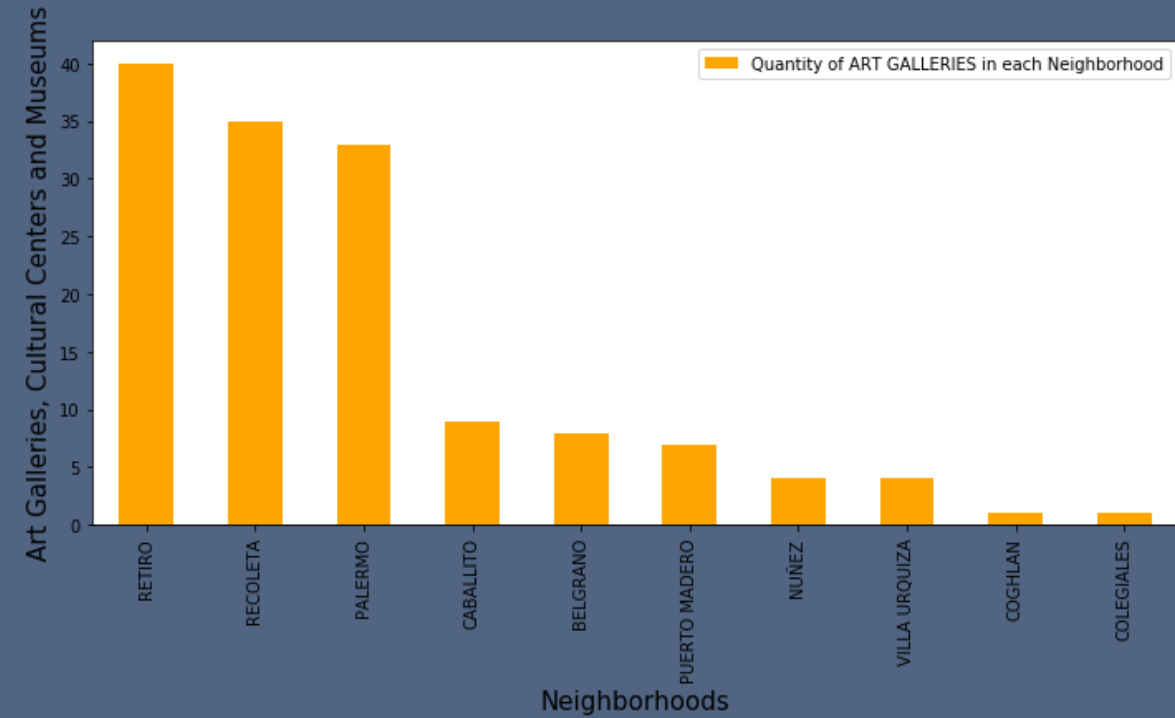
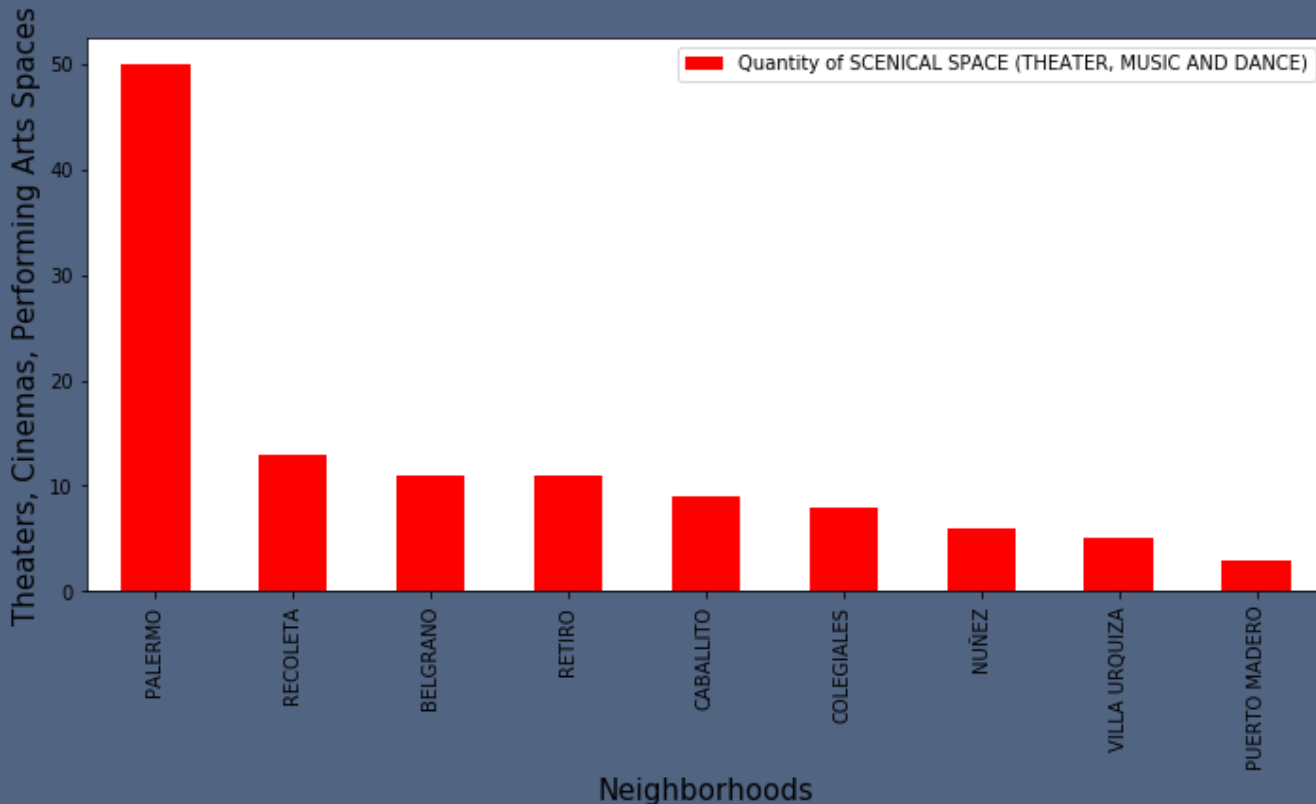
- Datasets extracted from the website of the Government of the City of Buenos Aires.
- Questions to answer:
 - What are the most expensive neighborhoods in Buenos Aires?
 - What neighborhoods have more libraries, bookshops, cultural dependencies and universities?
 - What neighborhoods have more Craft Beer Shops?
 - What areas lack Craft Beer Shops?
 - What areas have the potential to open a Bar?
 - What is the best location in Buenos Aires to open a Bar?

RESULTS



- Puerto Madero is the most expensive neighborhood in Buenos Aires and Caballito is the cheapest on the top ten list showing below

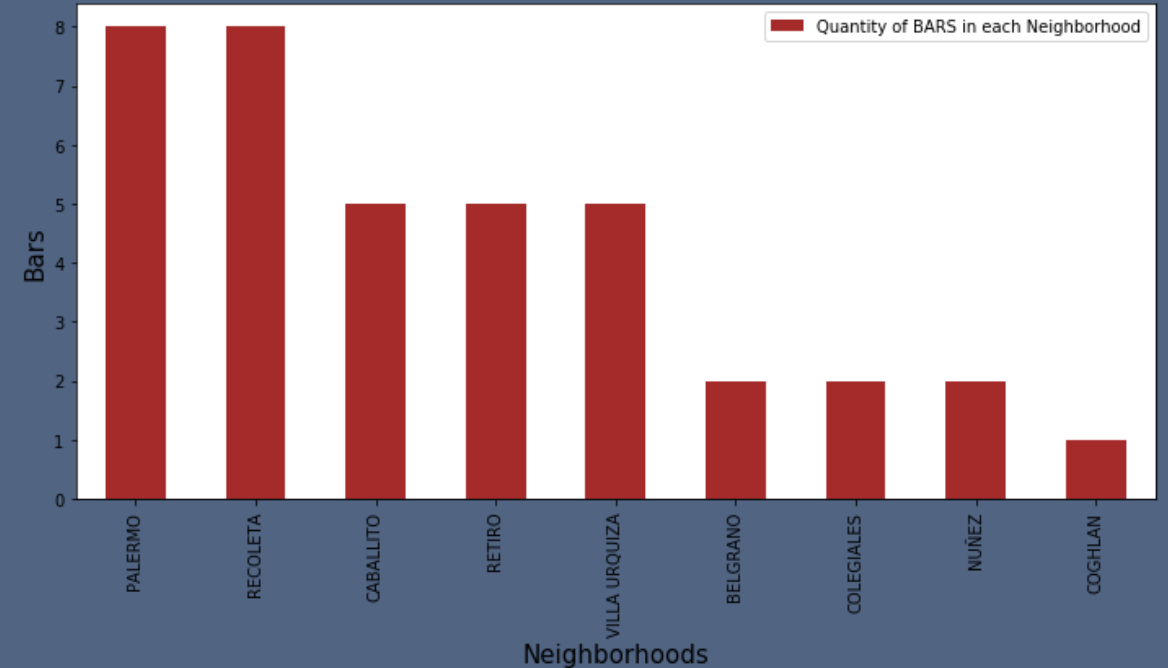
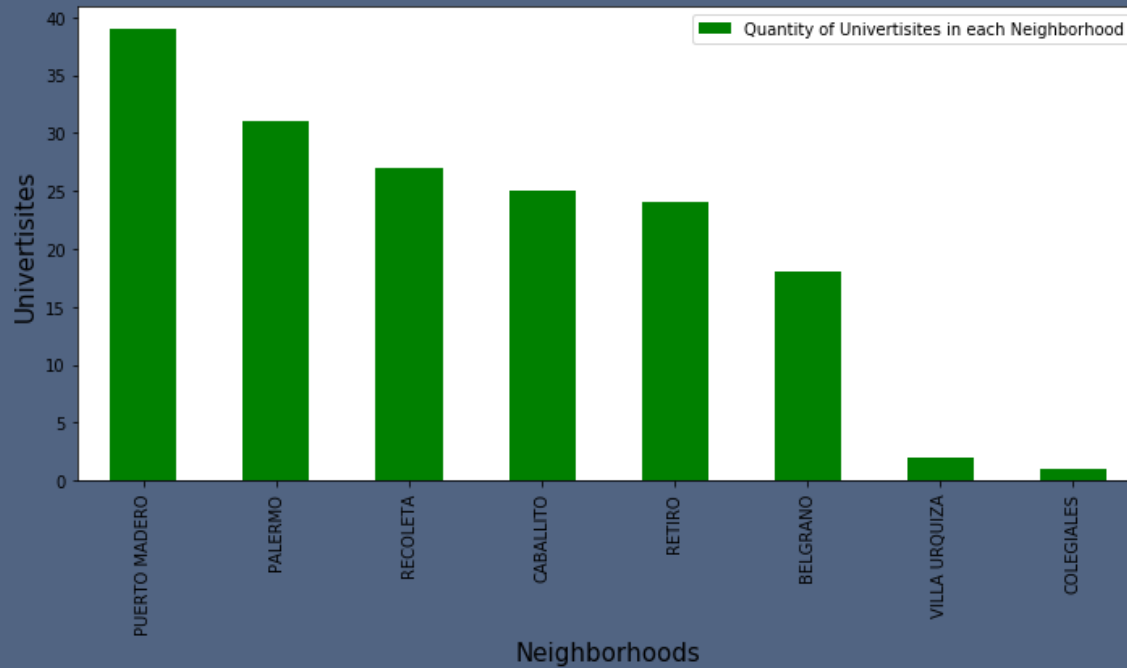
RESULTS



- Retiro, Recoleta and Palermo have the most amount of Art Galleries, Cultural Centers and Museums.
- Palermo is by far the neighborhood that has more theaters, cinemas and performing arts spaces.

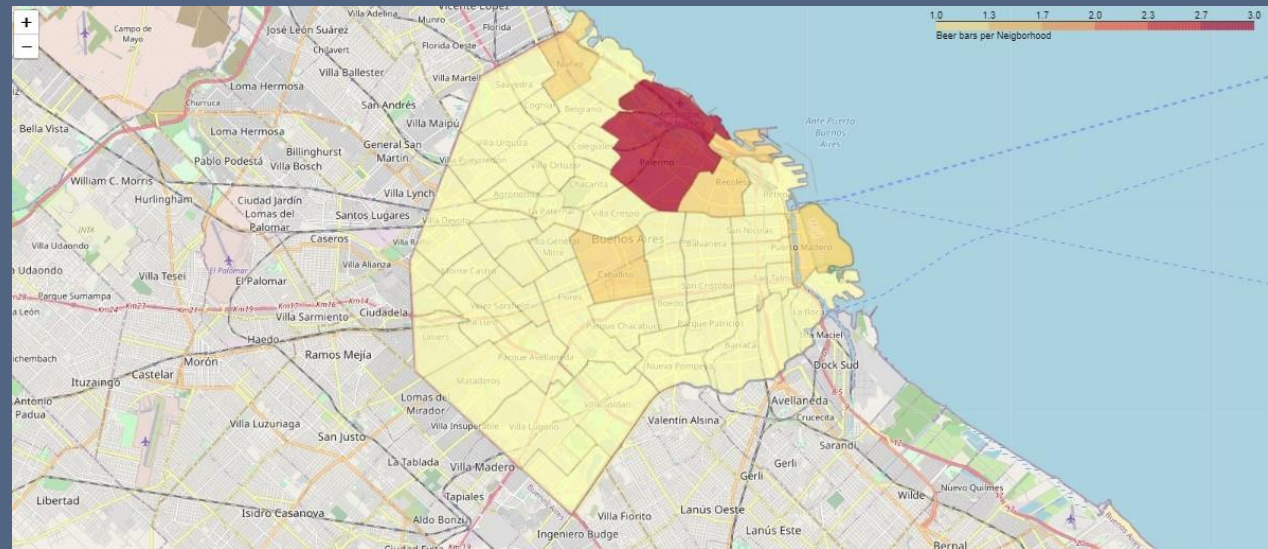
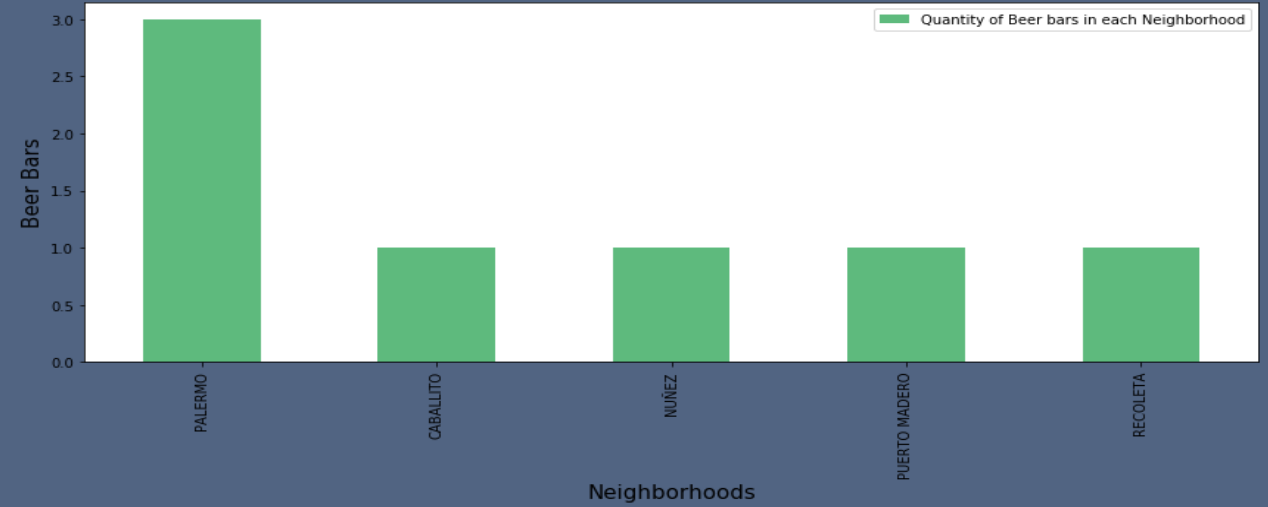
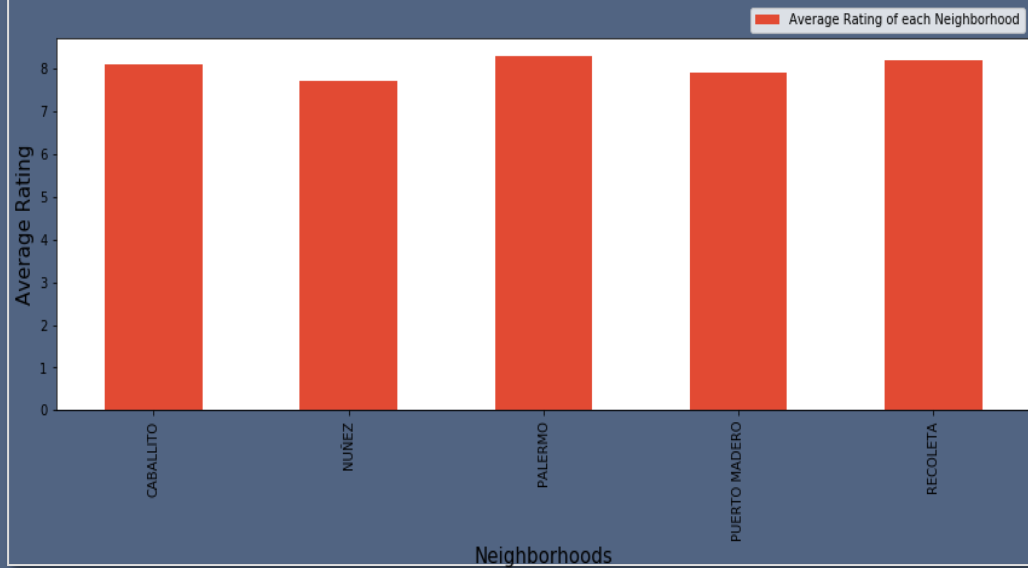
RESULTS

- Recoleta and Palermo are the neighborhoods that have more bars followed by Caballito, Retiro and Villa Urquiza.
- Puerto Madero is the neighborhood that has more universities.



RESULTS

- Not all the neighborhoods have Beer Bars. Palermo is the one with more Beer Bars and the highest rating.



DISCUSS

- We discovered that Puerto Madero, Recoleta and Palermo are the most expensive neighborhoods to live, and Palermo is the ones with more beer bars. Caballito is the cheapest neighborhood and has a good customer's rating in its Beer Bar.
- Palermo, Retiro and Recoleta are the neighborhoods with more cultural activity. Puerto Madero is where there are more universities. In the middle is Caballito with an acceptable amount of Universities and Cultural Activities.
- Only five neighborhoods have Beer Bars. Palermo is the neighborhood with more beer bars and the customer's rating is the best.
- Caballito and Recoleta are the second best ranked on Beer Bars Rating, Nuñez is the neighborhood with the worst rating

CONCLUSIONS

- Based on the results described above, we find we can conclude that:
- Recoleta has the potential to open a Craft Beer Bar. While it is an expensive neighborhood to live in, it is a neighborhood with few bars. It also has a significant number of Theaters, Cinemas, Cultural Centers which make the neighborhood a meeting point for many people and make this neighborhood the best candidate due to the low exploitation of the market. The number of universities is a key aspect of the choice, with young people being the main target of the market. Recoleta's proximity to Puerto Madero is another important factor, as the largest number of universities are concentrated there.