Setting up a business in Santiago (Chile)

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The case

A German businesswoman is moving to Santiago because, 2 years ago, she went for vacations and she loved the city and the country. She has enough money to set up a local business, no matter what, she is pretty good selling things. Santiago is a big city (around 6 million people, divided in 35 boroughs) and she really doesn't know where to start because she visited just some tourist areas.

1-Problem

How to determinate the best option for a premium local business in Santiago

1.2 Client requirements:

1- Client would like to run a premium local business (venue), at least in the beginning, so she is looking for a rich borough with high population density.

2- Client is looking for a the highest venue frequency because it means more demand and she wants to capture that demand by using innovative strategies.

3- After decided the type and location of the business, client wants to get tips from her competitors clients in order to consider their strengths and improve their weaknesses.

2-Data explanation

1- In order to obtain a rich borough with high population density, the information (table) will be extracted from https://es.wikipedia.org/wiki/Anexo:Comunas_de_Santiago_de_Chile. It will be necessary just the following columns: Borough ("Comuna"), Population Density ("Densidad Poblacional") and poverty rate ("Pobreza"). After getting and cleaning the information, a pandas data frame will be created.
2- It will be necessary to create a plot (histogram or scatter) by using matplot in order to visualize the relation between population density and poverty rate for each borough. Then, one borough will be recommended.
3- Then Foursquare will be used to extract information of the borough and determine the top 5 venues according their frequency.
4- After determine the most common venue, it will be necessary to get at least 3 venues with ranking over 8.0 and get 2 tips for each one (because of the Foursquare account limitation).
5- Finally, a table with the name of the venues and tips will be created.
6- Conclusions will include aspects that is necessary to imitate and other that should be improved in order to create the best local business in the borough.