



Setting up a business in Santiago (Chile)

Problem

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

Client Requirements



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.

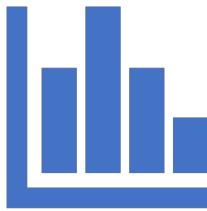


Client is looking for the highest venue frequency because it means more demand and she wants to capture that demand by using innovative strategies.



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.

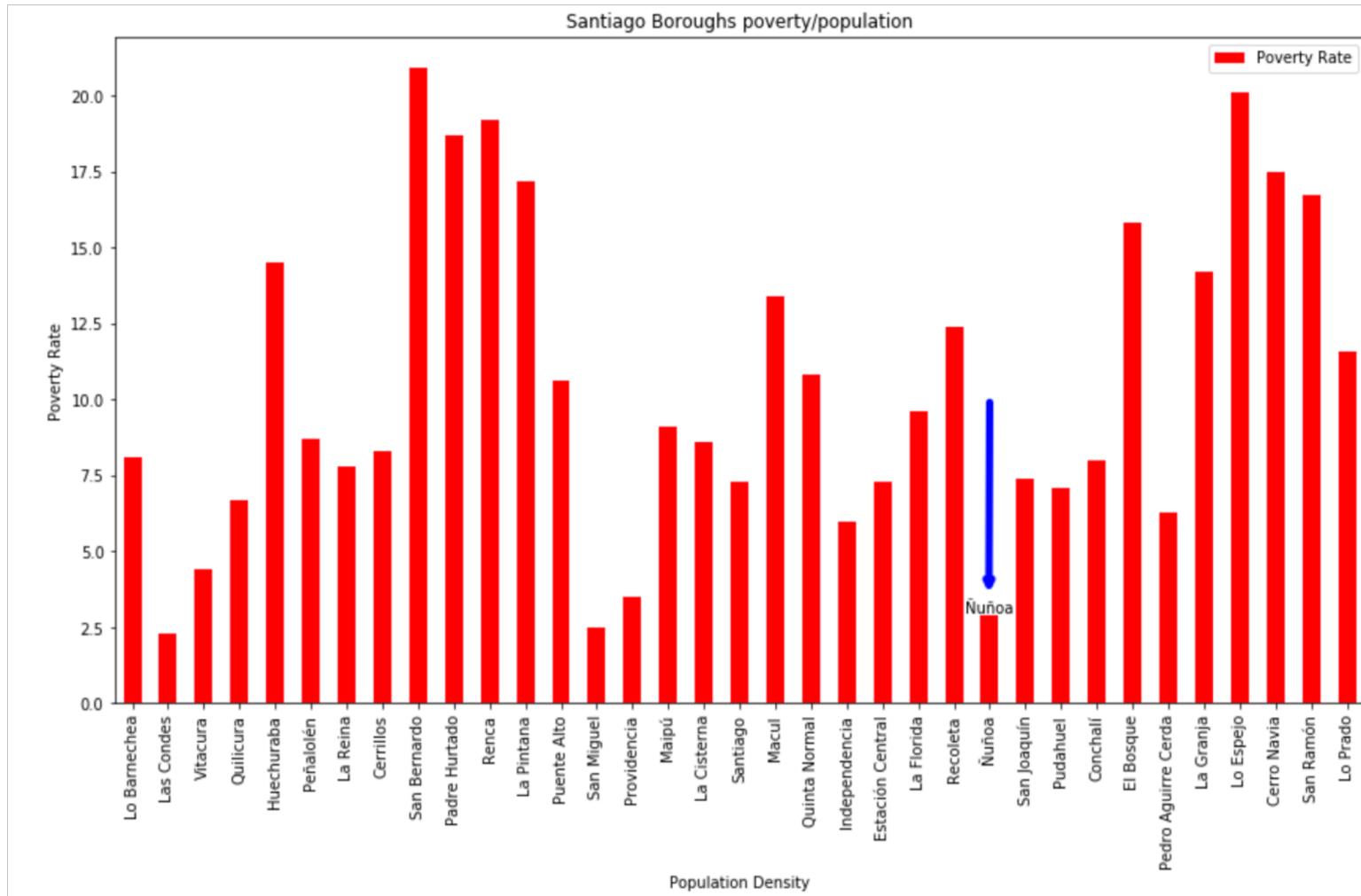
Data explanation



- A plot Bar was created bin order to visualize the relation between population density and poverty rate for each borough. Then, one borough was selected.
- Information of the borough was extracted to determine the top category according their frequency.
- After determine the most common venue, it was necessary to get at least 5 venues with ranking over 7.0 and extract tips for each one.



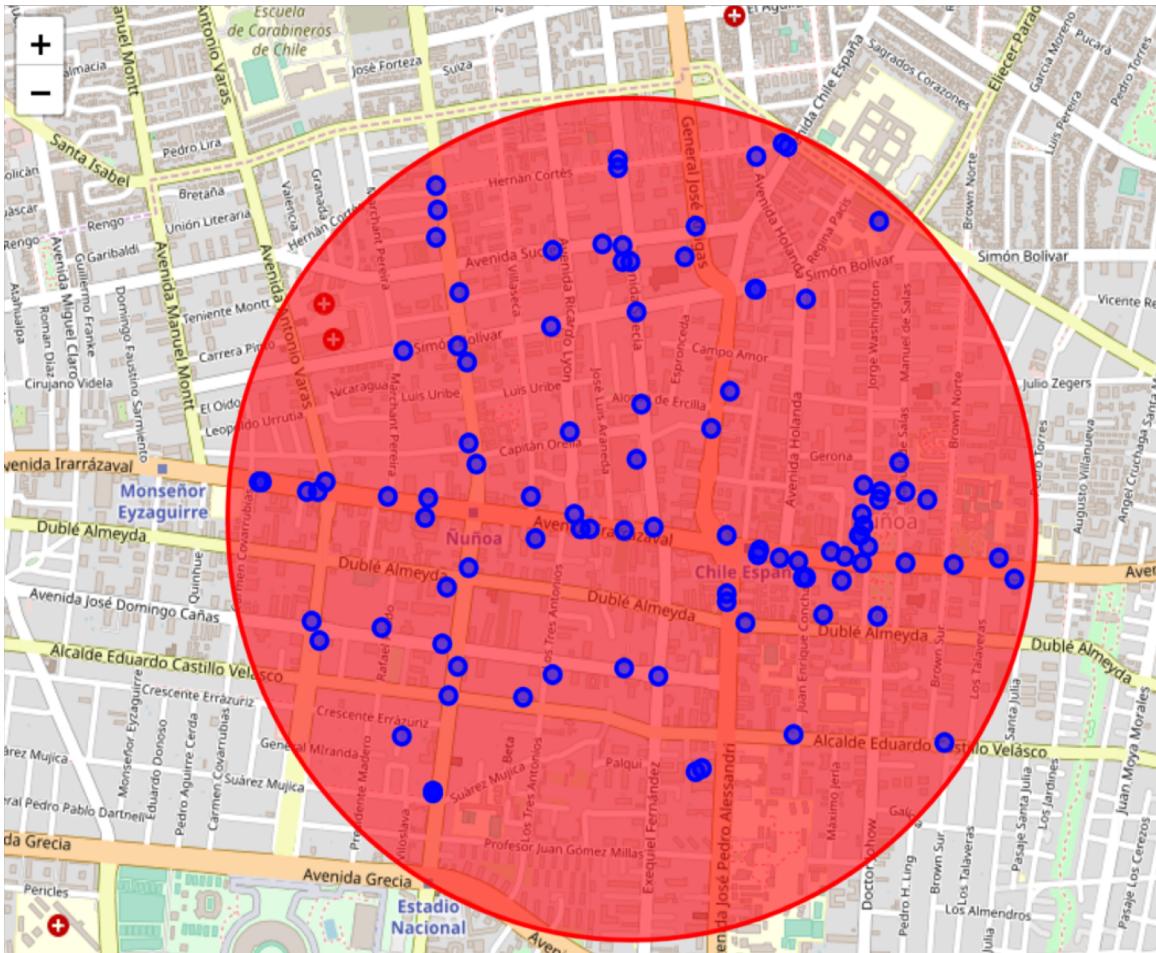
Analysis



The graph, shows the relation between poverty rate and population density for each borough (ascending from left to right). According client requirements, it is clear that Ñuñoa is the best option, because it has a high population density (9698 Inhabitants per square kilometer, 11th place among 35 boroughs) and a low poverty rate (2.9, 3rd place), much more lower than the boroughs with higher population density.



Analysis shows that there is 100 venues in the borough .



	Top Venues	Category	Frequency
0	1	Bakery	0.09
1	2	Bar	0.06
2	3	Restaurant	0.05
3	4	Chinese Restaurant	0.04
4	5	Pet Store	0.03
5	6	Italian Restaurant	0.03
6	7	Pizza Place	0.03
7	8	Plaza	0.03
8	9	Sushi Restaurant	0.03
9	10	Farmers Market	0.02

Bakery is the most frequent category with 9 venues.

And we got 5 venues
with rating over 7.0.

	Venue Name	Category	Rating
0	Pastelería Mozart	Bakery	8.5
1	Gustapan	Bakery	8.1
2	Pastelería Pom Pan	Bakery	7.4
3	Doña Isidora	Bakery	7.1
4	il castello	Bakery	7.1
5	Pasteles Orientales	Bakery	6.9
6	La Espiga	Bakery	6.7
7	Monti	Bakery	6.5
8	Panaderia Oriente	Bakery	6.2

	Venue Name	Category	Ranking	First Tip	Second Tip
0	Pastelería Mozart	Bakery	8.5	Everything is exquisite! For my events I have bought several times sanwichitos of roast beef, ham and mini cheese burgers. I also recommend the tres leches cake, it is second to none!	They have treated me very well, I spent a day and came for an exam and the Mrs. in the box, I GIVE ME a coffee with milk while I waited for my cake, and now I will also go for my birthday
1	Gustapan	Bakery	8.1	Leave the comfort of the marraqueta, and dare to try the traditional Colombian bakery. Ask for the donut, the almohábana, the pandeyuca, if you like the sweet, dare to try the aborrajado.	The cakes are exquisite, especially the strawberry that is composed of a delicate lemon mousse natural strawberry and cream ... I recommend it completely 😍
2	Pastelería Pom Pan	Bakery	7.4	Very good the mini cake, "fresquita" the homemade preparation is noticed, with a lot of delicacy, whole walnuts and lucuma. Maybe they exaggerate with merengue but still a very good cake to share.	If you have not visited the bakeries of Puerto Varas, this is your best and faithful reflection, you will love the cupcakes!
3	Doña Isidora	Bakery	7.1	Exquisite bread, tasty empanadas. I recommend the bread rye in loaf or individual ... It is a sin to put butter on it, it is rich by itself. Hopefully they maintain the quality of the ingredients.	Wonderful empanadas especially the one of meat mechada! Of li cio sas !!! And re good price
4	il castello	Bakery	7.1	Delicious pastas made in the same place	The rabioles and the spinach empanadas

Finally, this table shows the tips from users according the top 5 bakeries.



Conclusions and Recommendations



- Chile is one of the top countries in bread consumption. Around 96 kg per capita (year), which meets the recommendations of the World Health Organization (more than 90 kg per capita). Also, Chileans love cakes and sweet bakery. Thus, information extracted in this report is matches that.
- Ñuñoa is the best option for a premium business because data shows that is a rich borough with a high level of population density.
- According users tips, bakeries in Ñuñoa are heterogeneous, some of them are more “salty oriented” and others are more “sweet oriented”, so, combine those 2 world could be an advantage.



- Germany is famous for its bread and cakes, and Chileans like their products because of the German immigration in the past (south of Chile), but always is a mix with other influences.
- In conclusion, bases on the analysis, a 100% German premium bakery (bread and cakes) in Ñuñoa, could be good option to set a business in Santiago of Chile.