INTRODUCTION

a) Background

Sao Paulo is the biggest Brazilian city and our main finnancial center, being considered the 16º most globalized city in the world in 2016 and being labeled as an “alpha city”. Accordingly to the estimatives for 2019, it had more then 12 million inhabitants in the main city, reaching more than 21 million inhabitants when the whole metropolitan region was considered. The city has a wide ethnical and cultural diversty, being home to people born in 196 different countries and attracting worker from all the Brazilian regions.

Due to this wide diversity, it has a plethora of options related to entertainment, like different types of night clubs, restaurants, museums and sports gymnasiums. Also, there are categories of each of these features that are more common in determinated neighborhoods. For example, there are neighboorhods where it is easier to find restaurants specialized in Italian or Japanese food, due to the ethnical roots of many people that live there. So, it is advantageous for tourists and newcomers to be informed about the neighboorhods that are more related to their personal interests.

b) Problem

The Foursquare API will be used to discover that features (like restaurants and parks) that exist in diverse neighborhoods of São Paulo. The resulting data will be subject to a classification analysis, using a clusterization algorithm, resulting in the identification of the neighborhoods that are more rich in certains features. The outcome of the process will help the tourists and newcomers to discover the neighborhoods that are more suited to their specific interests.

c) Interest

The “stakeholders” of this work are people that are coming to Sao Paulo, both as tourists and new residents, and are interested in informations about the neighborhoods that are more related to their personal interests in the entertainment area. So, they can enjoy a smoother experience, having more fun in their trip or adaptation to the new city.