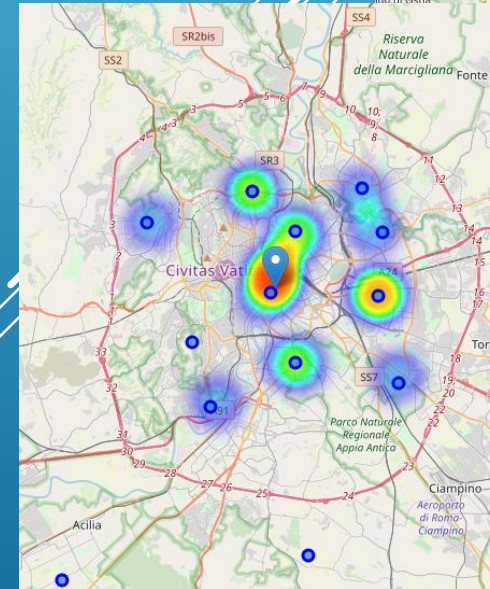
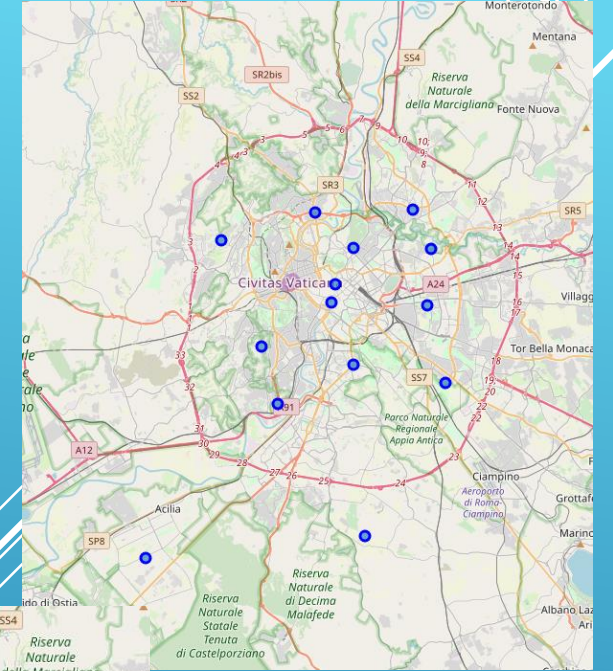


CAPSTONE PROJECT - THE BATTLE OF NEIGHBORHOODS (WEEK 2)

New restaurant in Rome ?



ROME IS A BIG CITY WHERE MILLIONS OF TOURISTS COME IN EVERY MONTH TO ENJOY A FULL ITALIAN EXPERIENCE: MONUMENTS, LIFESTYLE AND – OF COURSE – FOOD.

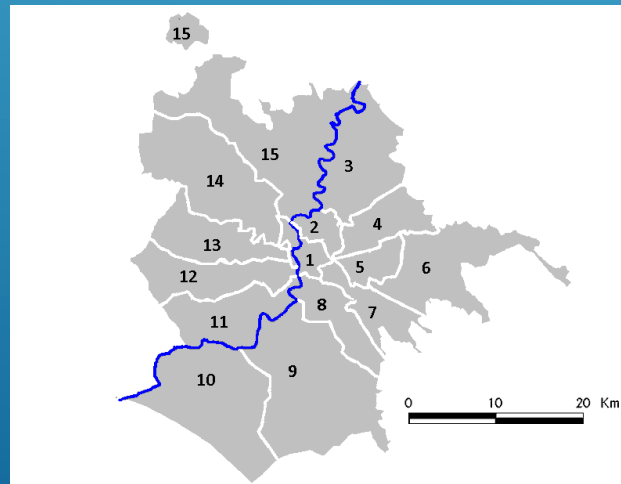
THE QUESTION IS?

WHAT BETTER PLACE TO START A NEW RESTAURANT IN ROME?

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INTRODUCTION

IN 2018, 15 MILLION TOURISTS VISITED ROME. SINCE 1972, THE CITY HAS BEEN DIVIDED INTO ADMINISTRATIVE AREAS, CALLED MUNICIPI (SING. MUNICIPIO). THE MUNICIPI WERE ORIGINALLY 20, THEN 19. IN 2013, THEIR NUMBER HAS BEEN REDUCED TO 15.



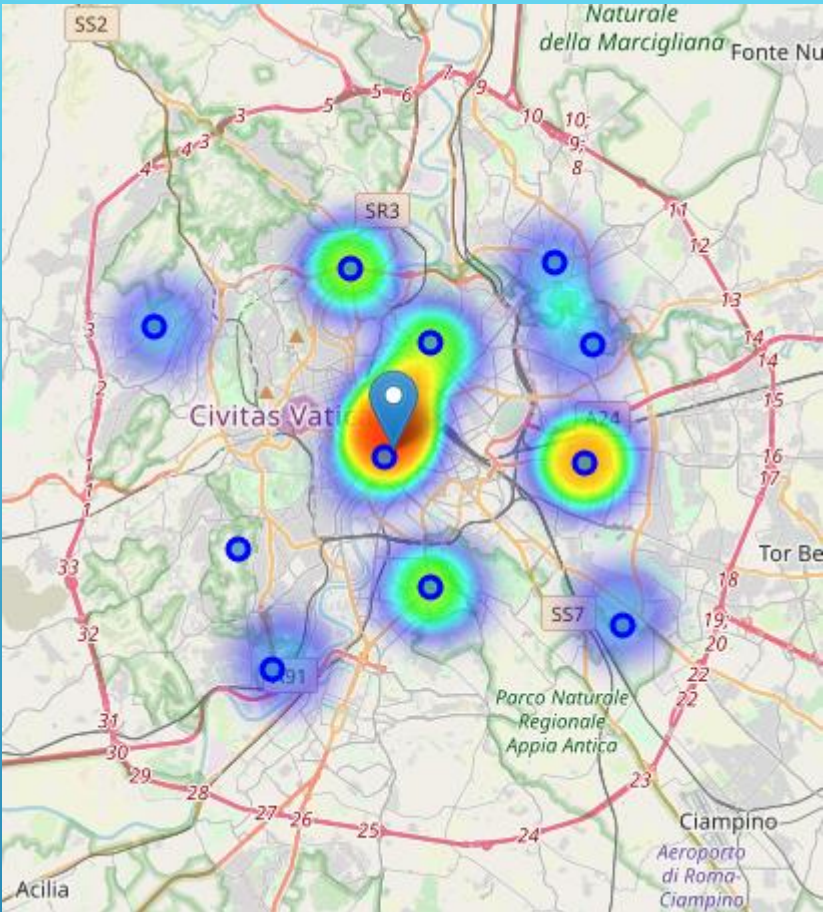
DATA

1. CITY LOCATION FROM WIKIPEDIA
 2. ROME MUNICIPIA LOCATION FROM WIKIPEDIA
 3. NUMBER OF RESTAURANTS, LOCATION AND THEIR TYPE FROM FOURSQUARE
- 
- Several thin, parallel white lines of varying lengths and orientations are positioned in the bottom right corner of the slide, creating a modern, abstract graphic element.

METHODOLOGY

1. HEATMAP FOR BEST RESTAURANT BEST LOCATION
 2. K-MEAN CLUSTER ANALYSIS FOR BEST RESTAURANT TYPE
- 
- A series of white lines of varying lengths and slopes are positioned in the bottom right corner of the slide, creating a modern, abstract graphic element.

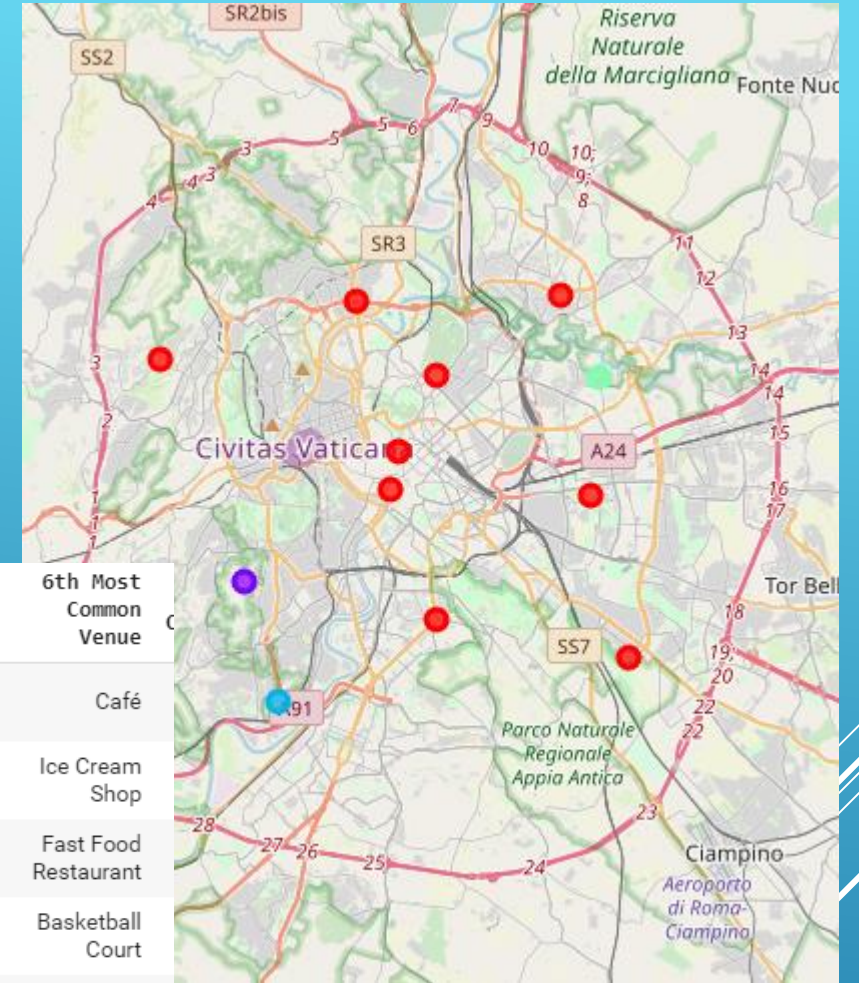
HEATMAP



	Neighborhood	Neighborhood Latitude	Neighborhood Longitude	Venue	Venue Latitude	Venue Longitude	Venue Category
1	I	41.9029	12.4855	La Prosciutteria	41.901888	12.484467	Italian Restaurant
7	I	41.9029	12.4855	Sant'Andrea	41.903197	12.483252	Italian Restaurant
10	I	41.9029	12.4855	That's amore	41.902256	12.486001	Italian Restaurant
12	I	41.9029	12.4855	Il Piccolo Buco	41.901254	12.484686	Italian Restaurant
13	I	41.9029	12.4855	Sofia	41.903930	12.484857	Italian Restaurant

K-MEANS


Neighborhood	Latitude	Longitude	Cluster Labels	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Most Common Venue
I	41.9029	12.4855	0	Italian Restaurant	Hotel	Plaza	Ice Cream Shop	Boutique	Café
II	41.9224	12.4983	0	Italian Restaurant	Seafood Restaurant	Hotel	Plaza	Restaurant	Ice Cream Shop
III	41.9425	12.5410	0	Plaza	Italian Restaurant	Café	Basketball Stadium	Wine Bar	Fast Food Restaurant
V	41.8913	12.5510	0	Café	Pizza Place	Noodle House	Italian Restaurant	Gym	Basketball Court
VI	41.8930	12.4827	0	Historic Site	Hotel	Italian Restaurant	Temple	Monument / Landmark	History Museum
VII	41.8501	12.5642	0	Pizza Place	Ice Cream Shop	Miscellaneous Shop	Pub	Italian Restaurant	Chinese Restaurant
VIII	41.8599	12.4982	0	Pizza Place	Supermarket	Plaza	Diner	Café	Scenic Lookout
XIV	41.9265	12.4037	0	Clothing Store	Supermarket	Pizza Place	Gym / Fitness Center	Shopping Mall	Falafel Restaurant
XV	41.9409	12.4708	0	Italian Restaurant	Restaurant	Wine Bar	Steakhouse	Cocktail Bar	Hotel



CONCLUSION

ROME IS A CITY THAT OFFERS MANY POSSIBILITIES TO INVESTORS.

THIS WORK OFFERS INVESTORS INTERESTING INFORMATION IN ORDER TO EVALUATE BOTH THE OPTIMAL POSITION AND THE TYPE OF RESTAURANT TO BE OPENED.

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