**The Battle of Neighborhoods in Santiago, Chile**

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## 1    Introduction

### 1.1    Background

When you must move to a new city for many people it is an amazing stage of life but stressful as well. Should you look for something near to your new job, school, or university? or may be look for quality life, or price, or a mix of everything?

Therefore, it is beneficial to have segmented the city considering a series of features and let future residents to take their decision of leaving in an easier way, limiting some scopes regarding the features.

### 1.2    Problem - Objective

This project aims to cluster the city of Santiago considering the top 10 neighborhoods with the best Urban Quality life's Index to show some options to future residents, and I will explain what distinguishes each cluster.

### 1.3    Stakeholders

Families, workers, or students would be interested in this segmentation to better take the decision of moving related to their interests.

## 2    Data source and usage

To resolve the problem, we need information about:

- Types of venues around the neighborhoods of the city of Santiago, like restaurants, health venues, parks, schools, universities, and so on.
- The most recent ranking with the Urban Quality Life's Index of the city of Santiago.
- The home purchase and rental prices to complement the features to be analyzed (in UF, "Unidad de Fomento", and indexed unit of account).

The source for venues is Foursquare location data, and for the Index and prices I decided to scrap the data from public Chilean newspapers with official information.