

Applied Data Science – Final Project:

A new restaurant in Florence

1. Introduction

A famous chain restaurant has decided to open a new diner in Florence. In order to get the maximum income, they decided to involve us (their Data Analysis team) to locate the best area where to open a restaurant. To do so, they gave us some specific instructions:

- the main customers are families and people between the age of 12 and 45, so this information must be taken into account when choosing the area;
- it would be better to choose an area where the number of restaurant per person is lower than the others;
- a close bus/train station is valuable.

2. Data

In order to execute the task, we are going to exploit the data offered by the Foursquare service; however, other data sources will be involved to fulfil the requests. Particularly, we will use:

- **Italy Postal Codes data** from the web source www.back4app.com; this dataset contains all the geographical information we need to fetch location data through Foursquare api.
- **Population by District and Age data** from the web source www.opendata.comune.fi.it; this dataset contains information about the number of people in each district divided by age classes.
- **Family Number by District and N° of Children data** from the web source www.opendata.comune.fi.it; this dataset contains information about the number of families in each district divided by number of children, but such information are ignorable for our purpose.