

The background is a dark blue gradient. A vertical stripe of a slightly lighter blue is on the left. A large, semi-transparent circle is on the right side.

A new restaurant in Florence

We have been demanded from a famous chain restaurant to locate the best area in Florence to open a new venue and we have been given instructions

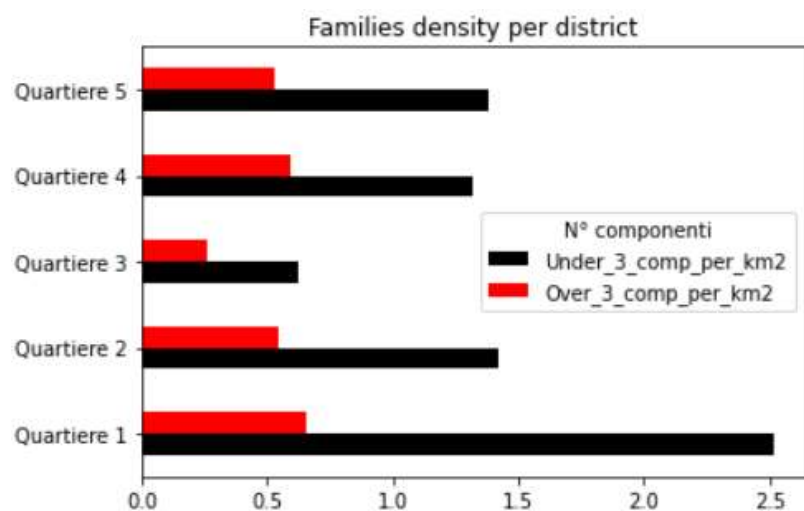
- Main customers are families and people between the age of 12 and 45
- Areas with less restaurants are better
- Close bus/train station are valuable

Data acquisition and transformation

Data were gathered from different sources. Particularly:

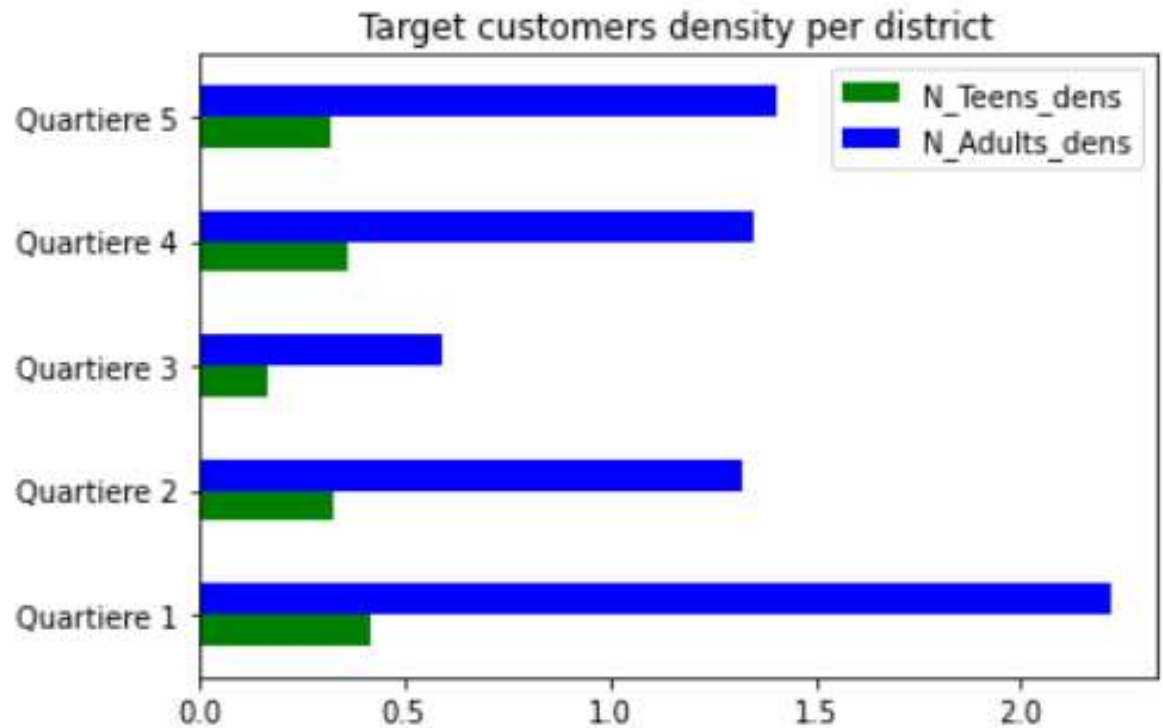
- District location data: retrieved from Google Maps
- Population by District and Age data: scraped from www.opendata.comune.fi.it
- Family Number by District and Age data: scraped from www.opendata.comune.fi.it

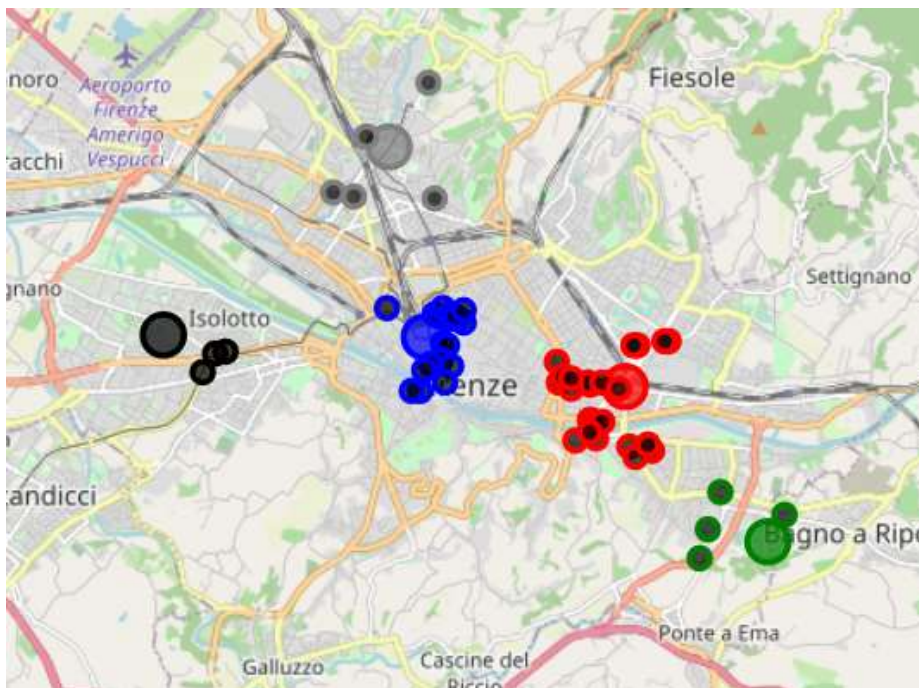
N° componenti	Tot	Under_3_comp	Over_3_comp	Under_3_comp_perc	Over_3_comp_perc	Superficie_km2	Under_3_comp_per_km2	Over_3_comp_per_km2
Quartiere 1	36142	28666	7476	0.793149	0.206851	11396	2.515444	0.656020
Quartiere 2	45861	33168	12693	0.723229	0.276771	23406	1.417073	0.542297
Quartiere 3	19824	13933	5891	0.702835	0.297165	22312	0.624462	0.264028
Quartiere 4	32378	22358	10020	0.690531	0.309469	16991	1.315873	0.589724
Quartiere 5	53783	38901	14882	0.723295	0.276705	28171	1.380888	0.528274



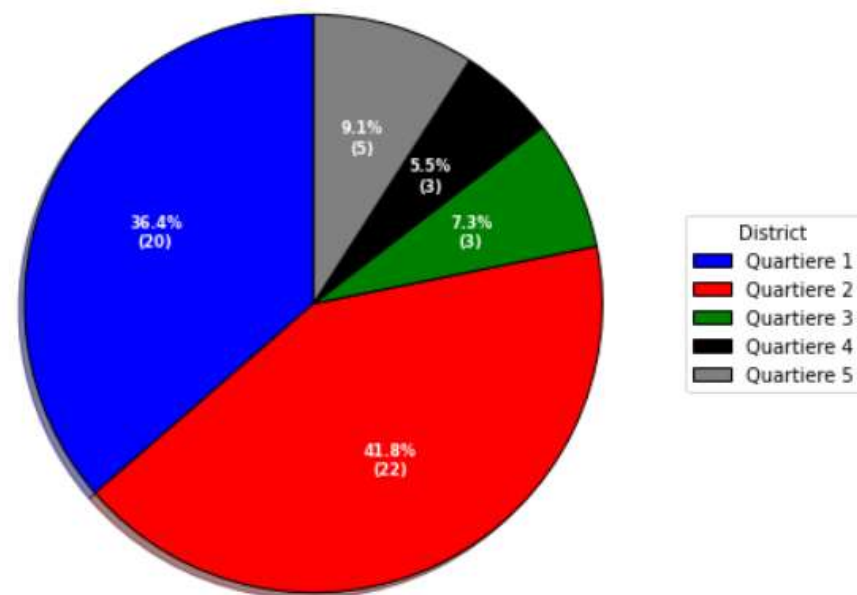
- In each district the majority of family unites is composed of 1 or at least 2 people
- *Quartiere 1* has a huge concentration of this kind of households
- *Quartiere 3* shows a general low density of families

Similar situation for
density of target
customer per district.
Areas that differ from
other are *Quartiere 1*
and *Quartiere 3*





Restaurant count per district



Conclusions

- *Quartiere 3* discarded due to dispersity
- *Quartiere 1* seemed a good choice considering the great amount of people in target and families, however the huge presence of other restaurants in this area makes competition a real problem; a similar thought was made for *Quartiere 2*
- ***Quartiere 4* was chosen** over *Quartiere 5* because of the slight difference in families and teens density; moreover, there are 2 light rail station close to the spot located (under 1 km), which are valuable.