Introduction

In a third world country as Brazil, knowing where to expend the money of a new business it's crucial. With this study I aim to unveil important information addressing that matter, based on the most popular locations in terms of reviews.

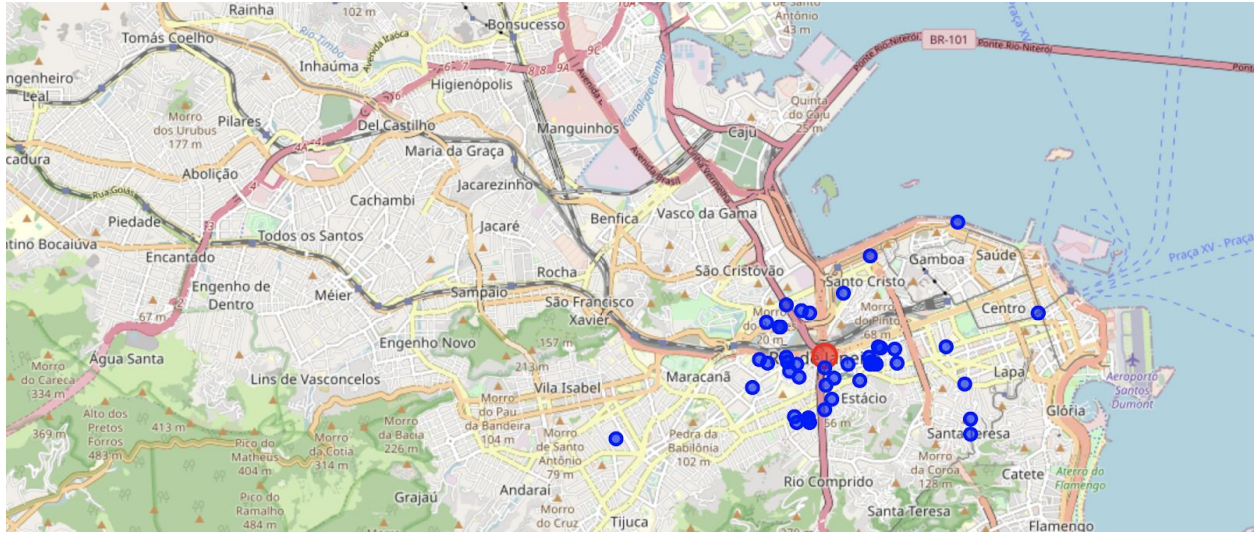This will give important insights to start a restaurant or cafe.

Data

Foursquare is my main source of data. Through the API I will be able to extract information about the food services industry in the City.

Methodology

1. Import Numpy as library to handle data in a vectorized manner
2. Convert an address into latitude and longitude values
3. Transform JSON file into a pandas dataframe
4. Matplotlib and associated plotting modules
5. Import k-means from clustering stage
6. Import a map rendering library
7. Get longitude and latitude of the city
8. Set up Foursquare
9. Assign relevant part of JSON to venues
10. Transform venues into a dataframe
11. Keep only columns that include venue name, and anything that is associated with location
12. Use a function that extracts the category of the venue
13. Filter the category for each row
14. Clean column names by keeping only last term
15. Generate map centred around the Main Location
16. Add a red circle marker to represent the Main Location
17. Add the Italian restaurants as blue circle markers

Discussion & Results

The data tell us that the sector that is more appealing to establish a restaurant, is the zone around the Conrad Hotel in the city's downtown.

Conclusion

These types of studies are extremely important to the brazilians, and we lack of sources to see this kind of information. I recommend that further research in this matter should be done in order to classify the restaurants by other features as price.