CAPSTONE PROJECT

Foreign communities and restaurants in Lisbon

Opportunities for business

1 – Introduction/Problem Description:

The city of Lisbon has seen a great increase in tourism in the past 10 years. This has had a great impact in the services sector of the capital's economy. In particular the food/restaurant sector of the economy has seen a great boom up until the Covid-19 pandemic forced many businesses to close. Given that Lisbon is a very cosmopolitan city (the biggest communities coming from Brazil, Africa, Eastern Europe and Asia), we might wonder whether opening a new restaurant targeting a specific immigration group in a particular neighborhood is a good investment or not.

2 - Data Description:
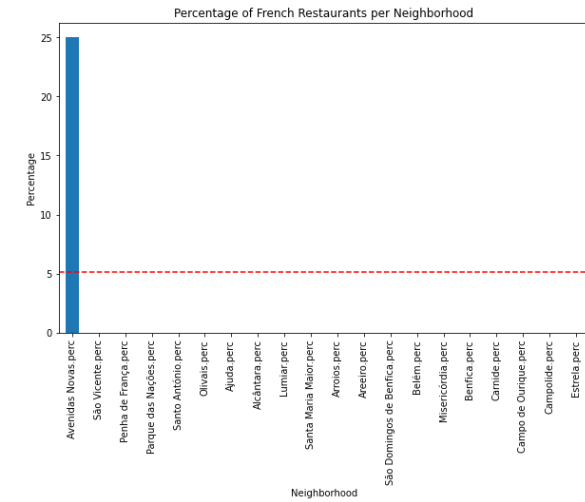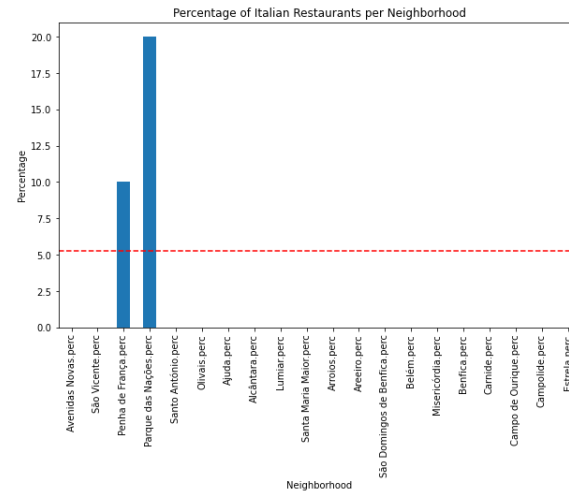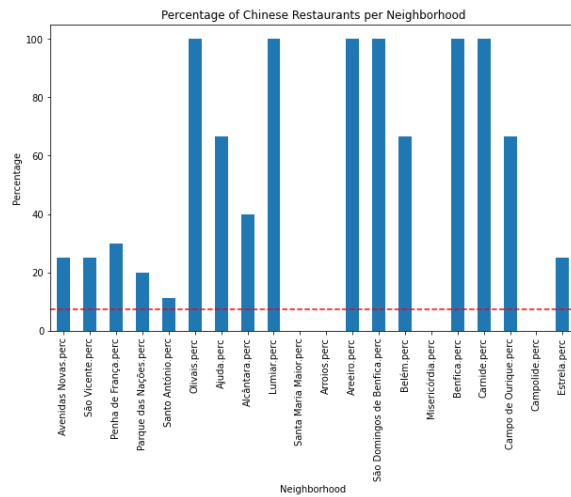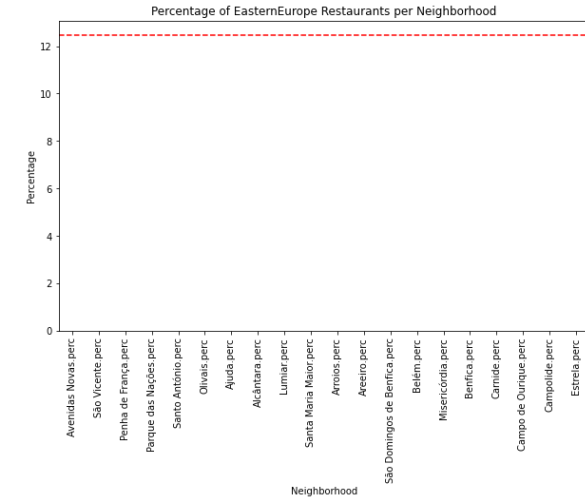
To solve this problem we will use:

1) The immigration data on demographics section of Lisbon wikipedia page (https://en.wikipedia.org/wiki/Lisbon#Demographics)

2) Foursquare for information on restaurants in the city

3) Lisbon's neighborhood information on wikipedia (https://pt.wikipedia.org/wiki/Lista_de_freguesias_de_Lisboa)

4) Geographic information for each neighborhood obtained from City Council's website (http://geodados.cm-lisboa.pt/datasets/juntas-de-freguesia/geoservice?layer=1)
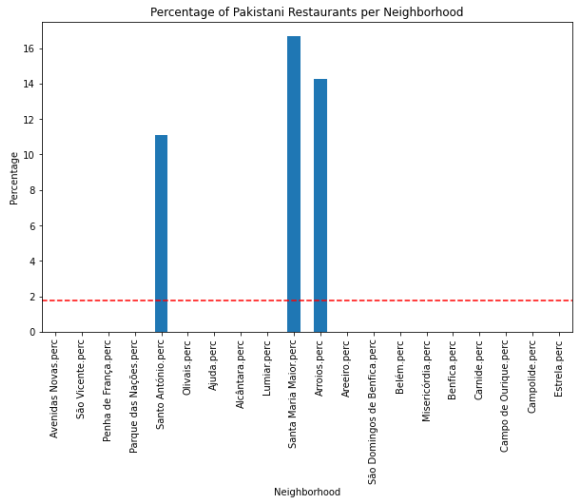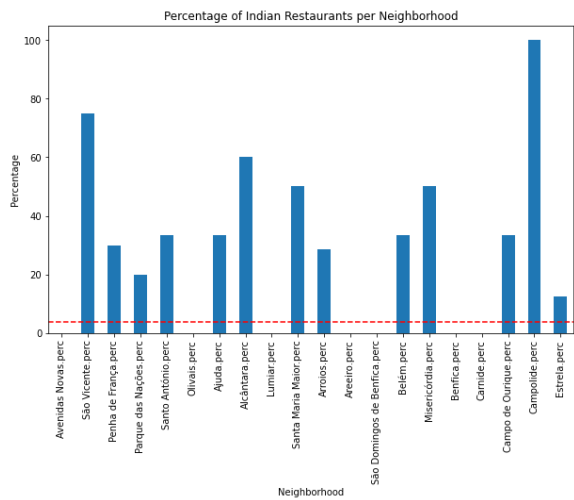
3 - Methodology

For each neighborhood, we will compare the percentage of restaurants of a particular cuisine (french, italian, etc...) with the percentage that that group represents in the whole of Lisbon's population.

We will consider it a good investment when the first percentage is greater than the second and a bad investment otherwise

4 - Results

Percentage of Himalayan Restaurants per Neighborhood

Percentage of Spanish Restaurants per Neighborhood

Percentage of Indian Restaurants per Neighborhood

Percentage of Pakistani Restaurants per Neighborhood
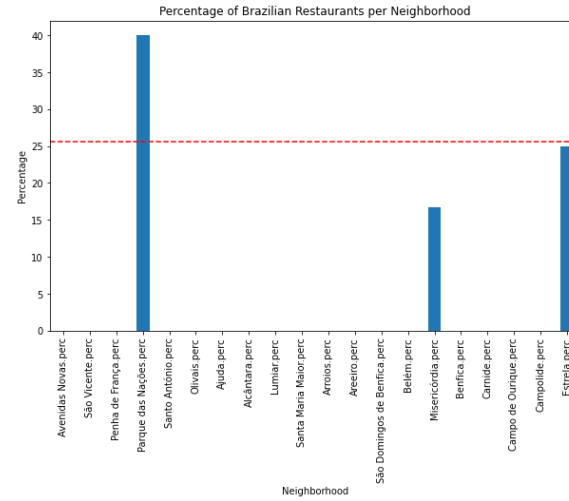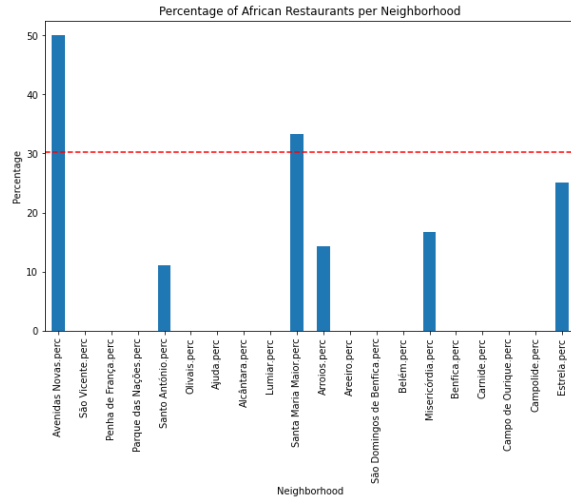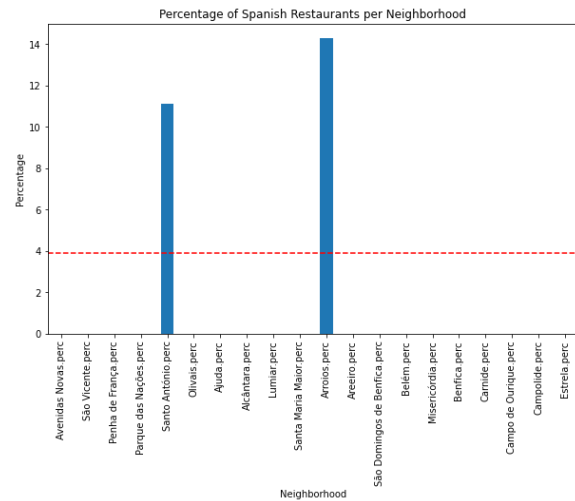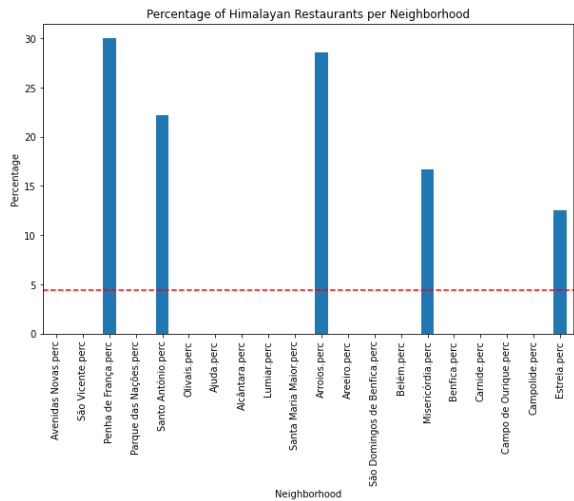
5 - Discussion

- Clique paAfrican Restaurants: The african community is the biggest in Lisbon (30%) and only 2 neighborhoods have many African restaurants while most neighborhoods don't even have one.
- Brazilian Restaurants: The brazilian community is the second biggest in Lisbon (26%) and only 1 neighborhoods have too many brazilian restaurants while most neighborhoods don't even have one.
- Eastern European Restaurants: The Eastern European community is the third biggest in Lisbon (12%) and there are no Eastern European restaurants in any of the neighborhoods.
- Chinese Restaurants: The Chinese community is the fourth biggest in Lisbon (7%) and there are many Chinese restaurants in almost every neighborhood (all but 4)
- Italian Restaurants: The Italian community is the fifth biggest in Lisbon (5%) and only 2 neighborhoods have many Italian restaurants while most neighborhoods don't even have one
- French Restaurants: The French community is the sixth biggest in Lisbon (5%) and only 1 neighborrhood have many French restaurants while most neighborhoods don't even have one.

- Himalayan/Nepalese Restaurants: The Nepalese community is the seventh biggest in Lisbon (4%) and 5 neighborhoods have many Himalayan/Nepalese restaurants.
- Spanish Restaurants: The Spanish community is the eighth biggest in Lisbon (4%) and only 2 neighborhoods have many Spanish restaurants.
- Indian Restaurants: The Indian community is the ninth biggest in Lisbon (4%) and there are many Indian restaurants in many neighborhoods (all but 7)
- Pakistani Restaurants: The Pakistani community is tenth biggest in Lisbon (2%) and only 2 neighborhoods have many Pakistani restaurantsr
e para adicionar texto

6 - Conclusion

- There are lots of opportunites for those who want to open a restaurant.
- Except for Chinese and Indian cuisine, any other restaurant is underrepresented in most neighborhoods.
- Given the size of the African, Brazilian and Eastern European communites, compared to the Italian, French, Nepalese, Spanish and Pakistani communities, we consider that:

1) it is a excelent idea to open:
   a) an African restaurant in any neighborhood except Av. Novas and S. M. Maior
   b) a Brazilian restaurant in any neighborhood except P. das Nações and maybe Estrela
   c) an Eastern European restaurant in any neighborhood.

2) a good idea to open an Italian, French, Nepalese, Spanish or Pakistani restaurant (in the appropriate neighborhoods)