Select a borough to set up a productive business in Colombia

APPLIED DATA SCIENCE

Capstone Project
The Battle of Neighborhoods

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1. INTRODUCTION

Colombia, my country, is growing in terms of production, industry, agriculture and business; so, more and more foreign companies are betting on investing capital in these lands. Globalization has allowed shortening borders and establishing a diverse trading.

The vast mountainous territory that Colombia has, along with the climatic variations of the different vertical zones, allows for the production of an unusually wide range of both tropical and temperate-zone crops. Coffee has long represented the backbone of the Colombian economy, bringing premium prices on the world market and constituting about half of all exports.

But the big question for a foreign investor would be, in which part of the Colombian territory can set up his business, and invests his capital?, what kind of business could be more productive and could let more profit?. In which type of products are interested the developed countries to require exports from Colombia?
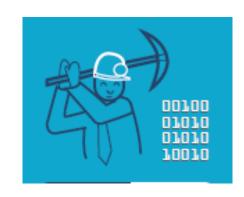
2. BUSINESS PROBLEM

For a foreign investor that want to set up business in Colombia what kind of product commercialize with the objective of export to other countries, keeping in mind the Colombian economy and the wide range of climatic variations?

Where the investor could set up his office? In addition, how similar could result the selected neighborhood in Colombia in comparison with the neighborhood he was used to living

3. DATA

MARO (https://www.maro.com.co/) is a consultation platform with updated information on the dynamics and situation of the economic sectors in Colombia. As Data Scientist, these data will be used to analyze the Colombian exports, identify the most productive regions, recognize the start products and branches of the production that are sought as exports; and finally, know the countries with more demand of products from Colombia.

When the region with the best business opportunity is identified, a database of the DANE (National Administrative Department of Statistics) will be used to identify all the boroughs in the selected region, and with support of Argis API, the coordinate system will be found for each borough.

Then the Foursquare location data will be used to explore the boroughs, review the popular venues and identify similarities with neighborhoods in other countries.