

# Milan, Where open a pizza shop?

## Introduction

Pizza is one of the most famous Italian dishes. And there are so many good reasons why! As can see from previous research (i.e. Turrini et.al. 2001, Di Vita et.al. 2016), pizza is an important food for Italian's diet. And due to the famous of the pizza, almost all the tourist that came to Italy want to taste "The true Italian Pizza".

Milan is the second most populated city in Italy, with almost 1,300,000 habitants and have the biggest airport in Italy. Is also, the Italian city with the best public transport and a great transport connection network. All these, make that Milan offers then a huge market for selling pizza. But, of course, this is not something new for anyone in Italy.

Never the less, choose the correct place to open a Pizza shop is quite difficult, science there are many variables that can affect the success or failed of a food business (i.e., quality, price, location). Based on the free available information this problem will address this problem in order to have different cluster neighborhood and see the characteristics of the same to define which is the best option to open the pizza shop.

## Bibliography

G. Di Vita, G. De Salvo, S. Bracco, G. Gulisano, M. D'Amico. Future Market of Pizza: Which Attributes Do They Matter?, Agris on-line Papers in Economics and Informatics, Volume VIII, Number 4, pp59-71 2016 [https://www.researchgate.net/publication/311966640\\_Future\\_Market\\_of\\_Pizza\\_Which\\_Attributes\\_Do\\_They\\_Matter](https://www.researchgate.net/publication/311966640_Future_Market_of_Pizza_Which_Attributes_Do_They_Matter)

A. Turrini, A. Saba, D. Perrone2, E. Cialfa and A. D'Amicis. Original Communication Food consumption patterns in Italy: the INN-CA Study 1994 – 1996. European Journal of Clinical Nutrition (2001) 55, 571-588 <https://dietistica.campusnet.unito.it/didattica/att/c8b7.3449.file.pdf>