

Sheep-oriented Steakhouse in Florence, Italy

IBM Applied Data Science Capstone

Solano Campos

July 2019

Business Problem

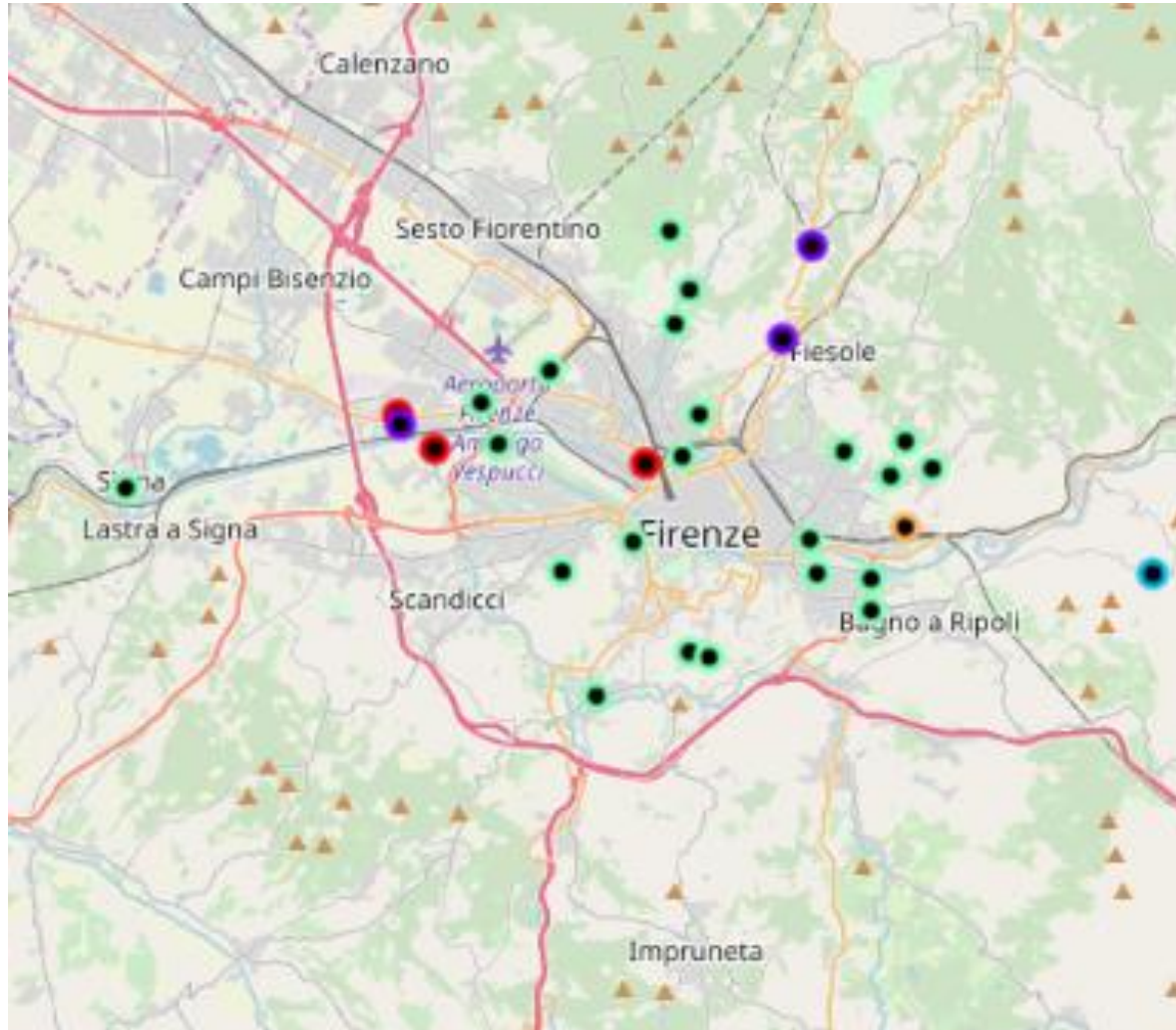
- If a business man is looking to open a new restaurant, what kind and where you will recommend to open it?



Data

- List of neighborhoods in Florence. This defines the scope of this project, which is restricted to Florence city in Toscana District at Italy.
- Latitude and Longitude coordinates of those neighborhoods, it's required in order to plot maps, discover venues, explore the city and develop the clusters.
- Venue Data, the most important data of the project, will be used as the main variable to perform machine learning clustering and all exploration of the region.

Machine Learning Clusters



- Cluster 1 (Red) : At cluster 1 we can find the most part of nightclubs, mixed with malls and some food, more residential areas.
- Cluster 2 (Purple): It is a tourist area, with a lot of hotels, restaurants and shopping malls. Includes the airport.
- Cluster 3 (Blue): Lonely cluster, this is an isolated neighborhood.
- Cluster 4 (Green): Urban area, most part of the city center is here, most part of the restaurants and hotels are in this area, also the stadium and green areas.
- Cluster 5 (Orange): It's the suburb of the city, closest to the trails and with some green area.

Conclusion

- The best's neighborhoods to develop a new steakhouse (or any new non-Italian restaurant) are *Bellosguardo*, *LePiagge* and *Monterinaldi*, due to their presence of hotels and tourist attraction, their location near from the center, and their pre-disposed food courts, which includes already non-Italian food, but any of them containing a history of the development of the country and their people and culture.

Conclusion

The players in this market are not ready to a competitiveness like that, and the Florence citizens deserves the best meat quality of Europe, that is their production, but is exported in most part of the time. The ecosystem to create this steakhouse is very wealth, creating strong points since the breeder until the final consumer, giving everyone the possibility to honor their own land.



Future Researches

- GDP per Neighborhood and per Family
- Security level of Neighborhoods (Robberies per month?)
- Distance from the public transportation

