

The background of the slide is an abstract network diagram. It consists of numerous nodes of varying sizes and colors (black, blue, and grey) connected by thin, light grey lines. Some nodes are highlighted with larger, concentric circles. The overall aesthetic is modern and tech-oriented.

PET SHOP ANALYSIS IN 2 NEIGHBORHOODS IN SÃO PAULO

Capstone Project

SÃO PAULO AND PETS

- São Paulo is a municipality in the Southeast Region of Brazil. According with the last Census Brazil has 123,4 Millions of pets and almost 1 of 4 Pets lives in São Paulo. and increasing 5,2% (including cats, dogs, reptiles and etc).
- High density of animals the number of Pet Shops/ Clinics is increasing each time.
- São Paulo has more Pet shops/ Clinics than drugstore.

DENSITY OF PET SHOPS ON EACH NEIGHBORHOODS

Despite of São Paulo has a high density of pets, the quantity of pets on each Neighborhoods are not homogenous

According with a Folha Newspaper Campo Belo is a neighborhood with more Pet Shops and Clinics.

Lets compare the Neighborhood that has more Pets to the most populous

DATA ACQUISTION AND CLEANING

Wikipedia São Paulo population per Neighborhood

- There are 2 population data “População 2010” and “Censo 2000” in order to get the last update data lets use “População 2010”
- Translate the name of columns
- Get the most populous neighborhood and Campo Belo neighborhood.

Coordenates from geopy and Google of studied case

- Get the coordenates from São Paulo City, Campo Belo and most Populous neighborhood

Foursquare API

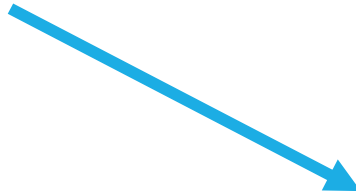
- Plot the Locations

CHOOSING THE NEIGHBORHOOD

	Place	Neighborhood	Population
0	1	Grajaú	444.593
1	2	Sapopemba	296.042
2	3	Jardim Ângela	291.798
3	4	Brasilândia	280.069
4	5	Capão Redondo	275.230
...
91	92	Jaguara	24.114
92	93	Sé	21.564
93	94	Pari	16.144
94	95	Barra Funda	12.977
95	96	Marsilac	10.180



	Place	Neighborhood	Population
0	1	Grajaú	444.593



	Place	Neighborhood	Population
71	72	Campo Belo	62.53

DATA FROM WIKIPEDIA

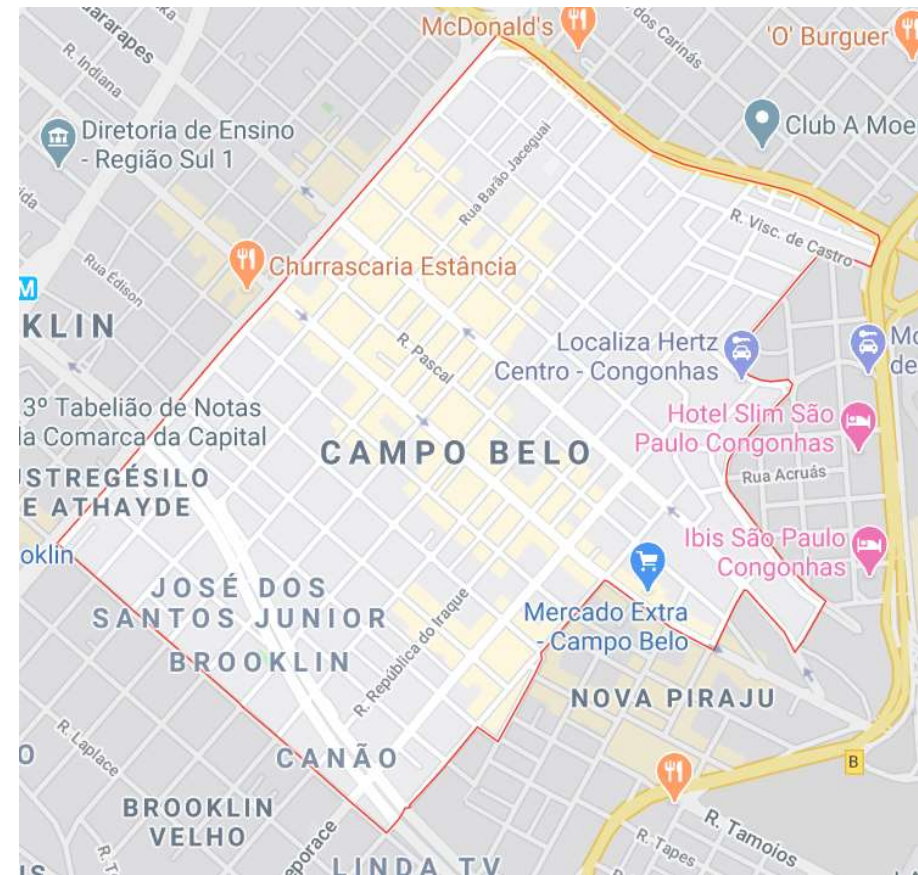
NEIGHBORHOOD INFORMATION

Campo Belo:

Area: 8,8 Km²

IDH: 0,935

Average Salary: R\$10.000,00



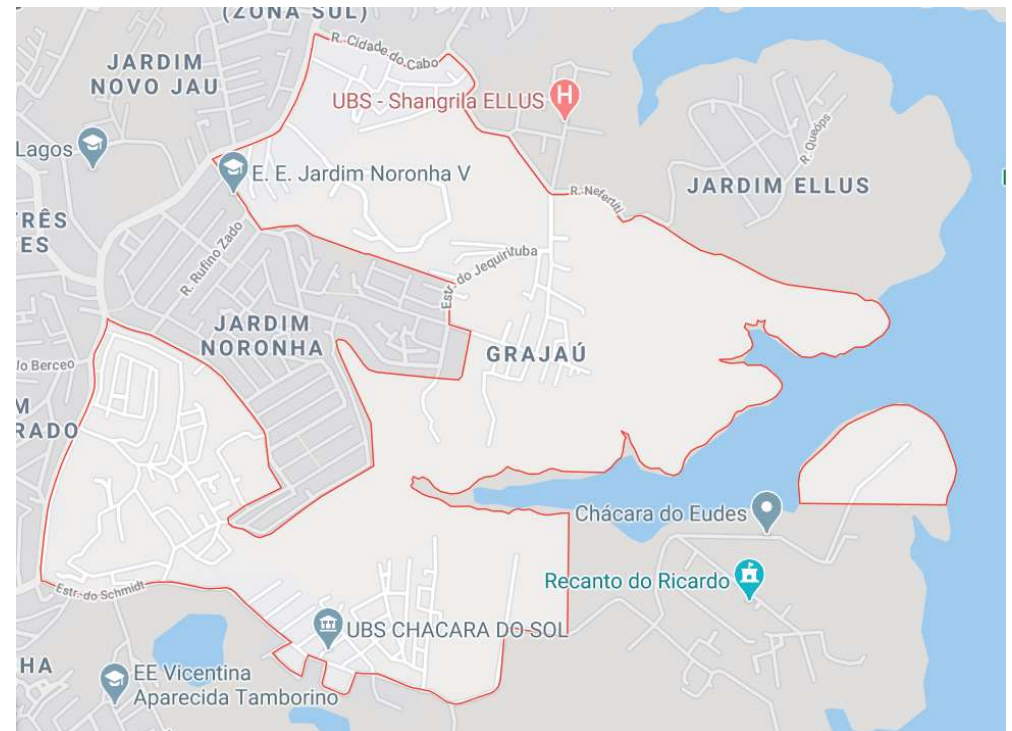
NEIGHBORHOOD INFORMATION

Grajaú:

Area: 92 Km²

IDH: 0,754

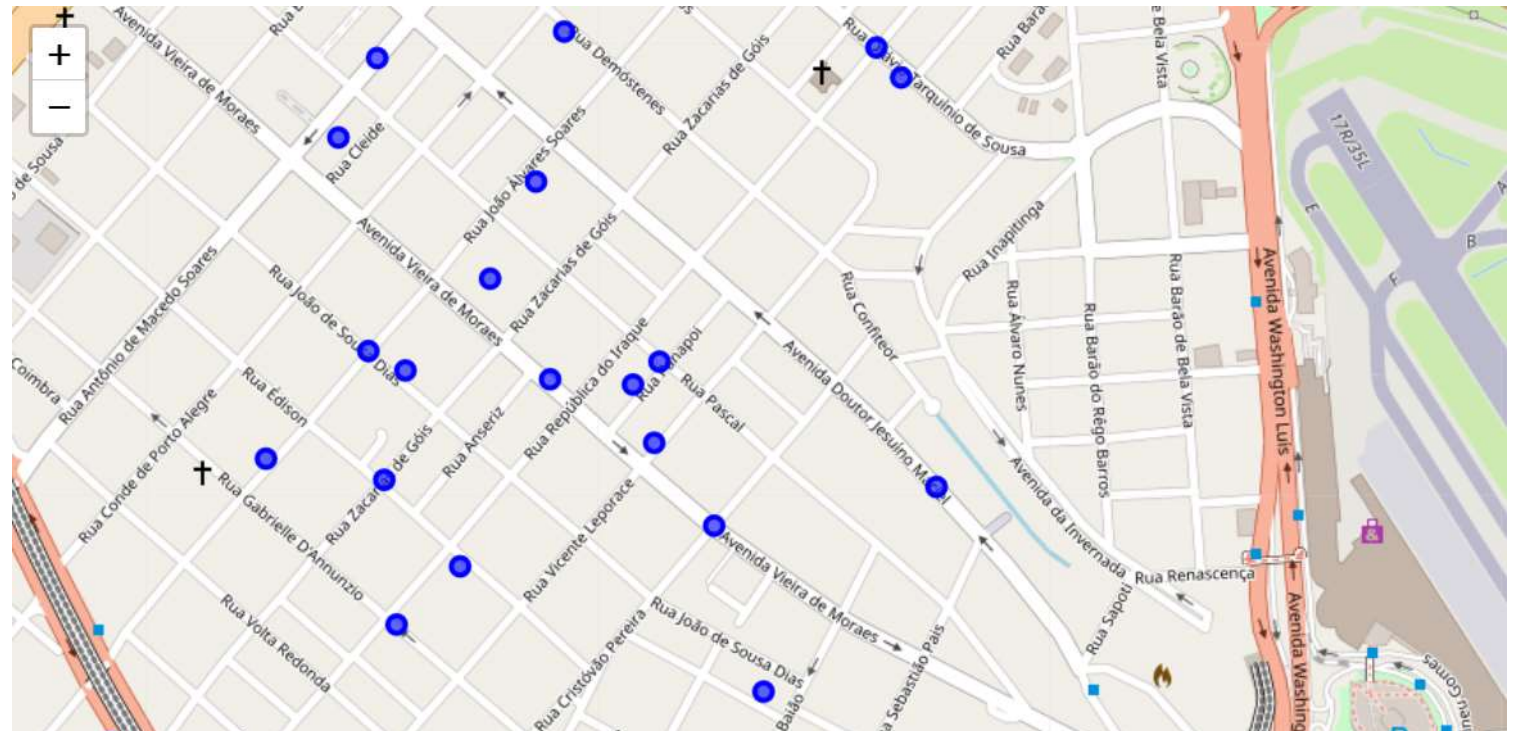
Average Salary: R\$2.500,00



NEIGHBORHOOD PET SHOPS

CAMPO BELO

20 PET SHOPS

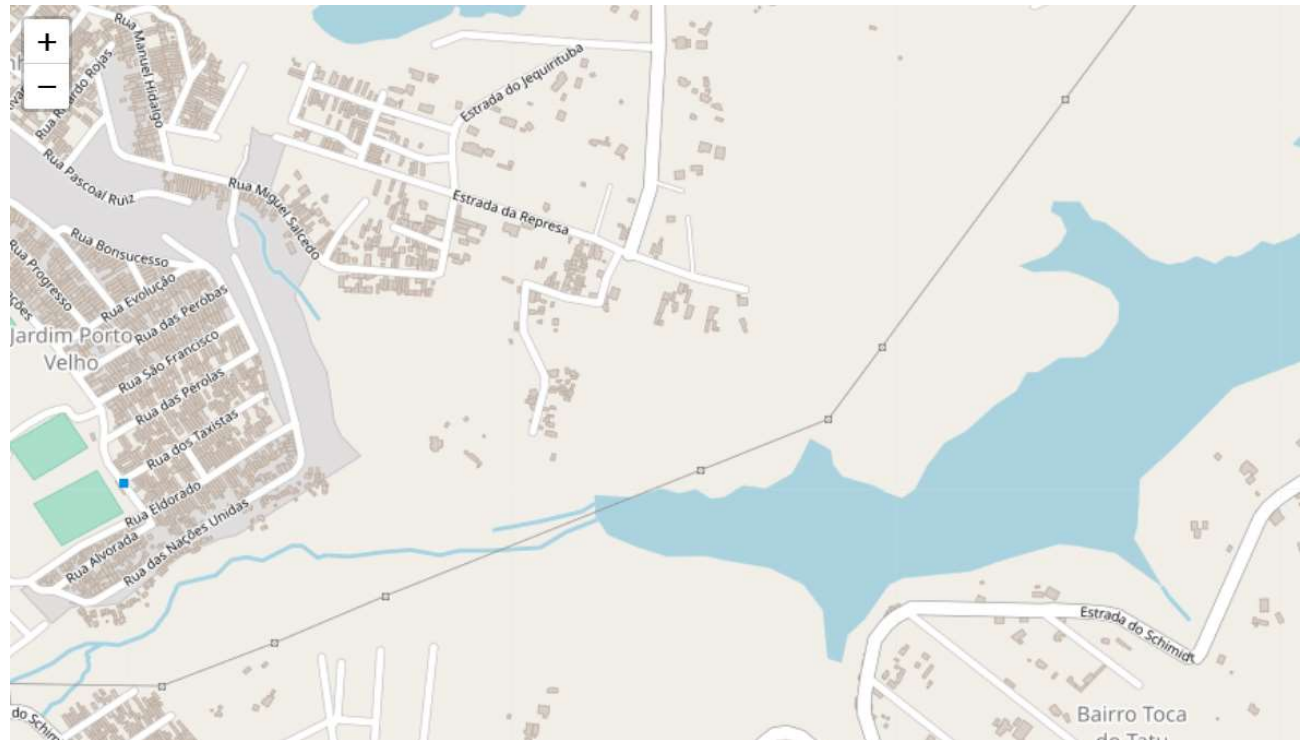


DATAS FROM FOURSQAURE API

NEIGHBORHOOD PET SHOPS

GRAJAÚ

NO PET SHOPS



DATAS FROM FOURSQAURE API

CONCLUSIONS AND FUTURE DIRECTIONS

- Despite of Grajaú has 7 times more habitants of Campo Belo there s no Pet shops in Foursquare
- Campo Belo has a high density of Pet Shops.
- Grajaú has no Pet Shops or there are no Petshops subscribed in Foursquare, could be a good opportunity to open a Pet Shop.

Ideas to Include:

- How IDH could interfer at the number of Pet Shops, comparing to other Neighborhoods
- A estimative of how many pets are in these Neighborhoods
- Use another Platform like Foursquare to make this studies and compare