



THE MEXICAN FOOD COMPANY LIMITED

Choosing their first Location for a new venture

The Battle of the Neighborhoods

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Problem Description:

Mexican food is one of the most famous cuisines worldwide. The City of New York is famous for its vast and excellent cuisines. Its food culture includes an array of international cuisines mainly influenced by the city's immigrant history.

My client 'The Mexican Food Company Limited', needs to choose their first location here very carefully and once their first venture is successful, they can replicate the same analysis and strategies in other locations throughout USA for continued expansion and growth. Being their first overseas venture, they want it to be successful and at the same time ensure the cost of the project remains low.

Anyone investing into this market should leverage from data insights to get a good understanding of the current competition for cementing a long- and short-term business strategy. This is a must to keep overheads low and getting a better ROI.

Problem Background

After being a successful business in New Zealand my client 'The Mexican Food Company Limited' is thinking of expanding globally and wants to open their first overseas restaurant in New York City, USA. Being the most populous city in the United States with population: 8.399 million (2018) and a global hub of business and commerce, this city is a major centre for big businesses in the United States. This is a highly developed city so cost of doing business is also one of the highest and is a very risky and competitive environment. New York City comprises of 5 boroughs. It is diverse and is the financial capital of USA. It homes a multicultural society that provides immense business opportunities and business friendly environment for Mexican food. are communication tools that can be demonstrations, lectures, speeches, reports, and more.





TARGET AUDIENCE

To recommend the correct location, 'The Mexican Food Company Limited' has appointed me as a lead of their Data Science team. The objective is to locate and recommend to the management which neighborhood of New York city will be best choice to start a restaurant.

The Management also expects to understand the logical reasoning of the recommendations we make.

Also, this may benefit anyone who wants to start a new restaurant in New York city.

SUCCESS CRITERIA

The success criteria of the project will be a good recommendation of borough/Neighborhood choice to 'The Mexican Food Company Limited' based on lack of such restaurants in that location and population density.



POPULATION DATA

As we can see Manhattan has a population of 1.6 million and per capita GDP is over USD 360,000.

Therefore, a sweet spot in the financial capital will be a good one to have.



The image shows a panoramic view of the New York City skyline at night, with the Hudson River in the foreground. The city lights reflect off the water, creating a vibrant and colorful scene. The Empire State Building is prominent on the right side of the frame, its Art Deco spire reaching towards the dark sky. Other recognizable buildings like the Chrysler Building and various office towers are visible throughout the cityscape.

Out[33]:

	Borough	County	Estimate_2010	GDP USD billions	GDP per capita USD	land area square_miles	land area square_km	Density persons per sq mi	Density persons per sq km
0	The Bronx	Bronx	1,432,132	42.696	29,200	42.10	109.04	34,653	13,231
1	Brooklyn	Kings	2,582,830	91.569	34,600	70.82	183.42	37,137	14,649
2	Manhattan	New York	1,628,701	600.244	360,000	22.63	59.13	72,633	27,826
3	Queens	Queens	2,278,906	93.319	39,600	198.53	281.09	21,469	8,354
4	Staten Island	Richmond	479,179	14.514	30,300	58.37	151.18	8,112	3,132
5		City of New York	8,398,748	842.343	97,700	302.64	783.83	28,188	10,947
6		State of New York	19,745,289	1,701.399	85,700	47,214	122,284	416.4	159

[34]: `Pop_data.to_csv('CPBN_POPULATION.csv',index=False)`



Locations of Interest

Clusters 0, 3 and 4

Cluster 0

Neighborhoods in Cluster 0 have
no Mexican Restaurants
There are 139 such
neighborhoods in cluster 0

Cluster 3

Neighborhoods in Cluster 3 have
only 1 Mexican Restaurant
There are 80 such neighborhoods in
cluster 0

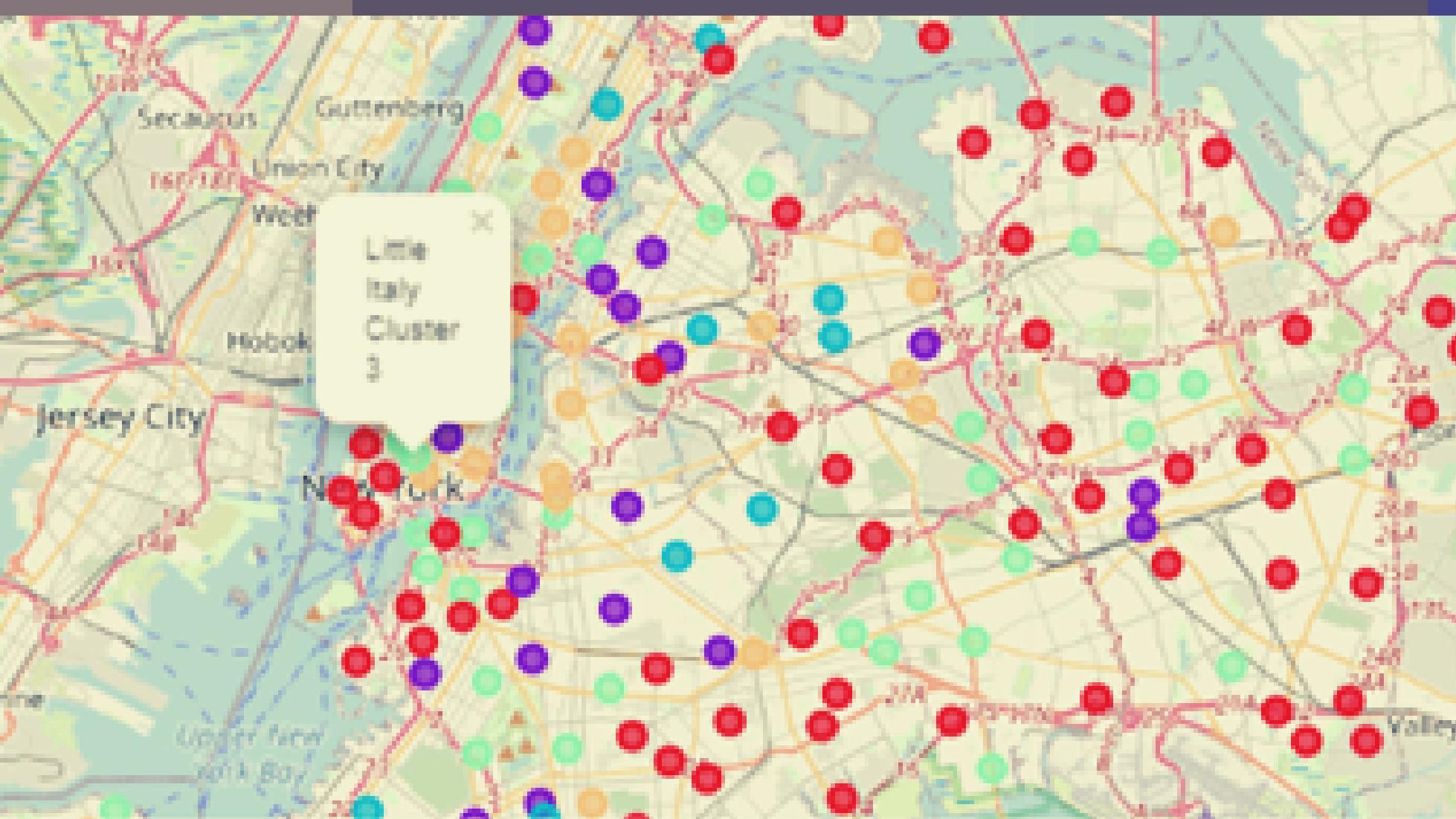
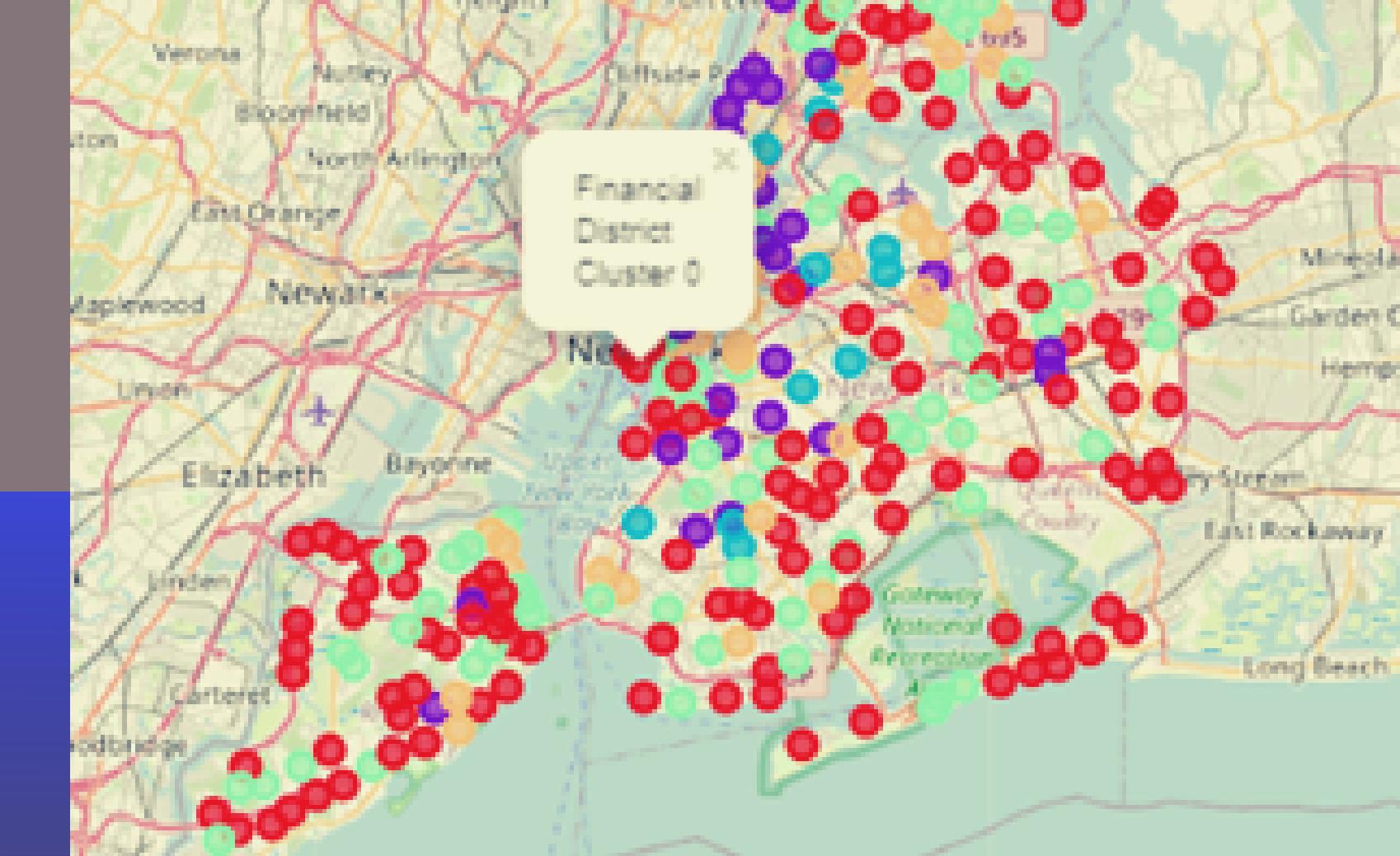
Cluster 4

Neighborhoods in Cluster 3 have
only 2 Mexican Restaurant
There are 45 such neighborhoods
in cluster 0

Recommended Locations

Cluster 0 - Financial District

In the heart of financial district in Manhattan, this is a highly recommended location with no existing mexican restaurants



Cluster 3 - Little Italy

Not that far from Financial District also a very good location and has some exiting competition.



**ALSO, THIS MAY BENEFIT ANYONE WHO WANTS TO START A
NEW RESTAURANT IN NEW
YORK CITY**