

MAMA'S BAKERY

Determining the best locations for a franchise in Mexico City

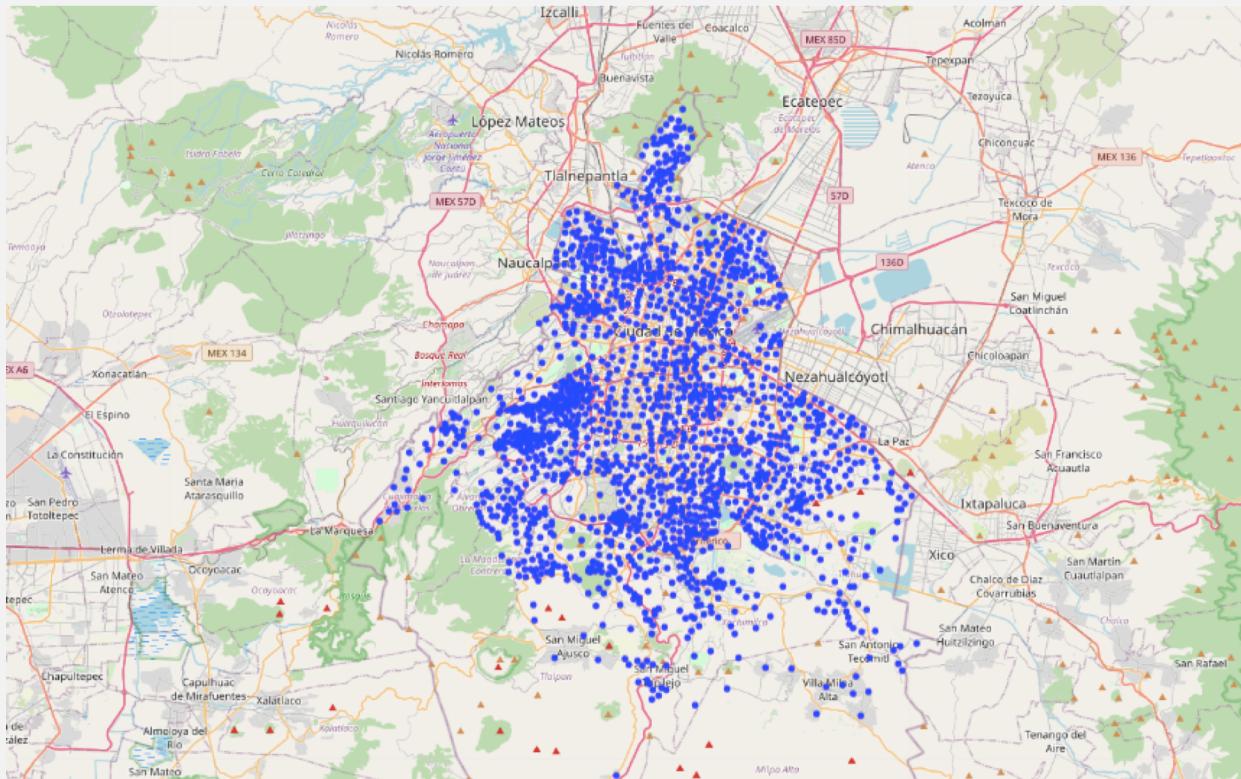
BUSINESS PROBLEM

- The basic indicator to assure the success of a local establishment is to place it where there is a low local competition.
- In this case we want to open numerous franchises of ‘Mama’s Bakery’ .We will consider the Bakeries, Cafeterias, Creperies and Donutshops as the main competitors.

DATA ACQUISITION

- We use the public file to get the name and location of all the suburbs of Mexico City Available at the Mexico's City Government webpage.
- We get the venues information around each suburb center in a radius of 1km using the Foursquare API.

USING THE DATA TO PLOT ALL THE SUBURBS



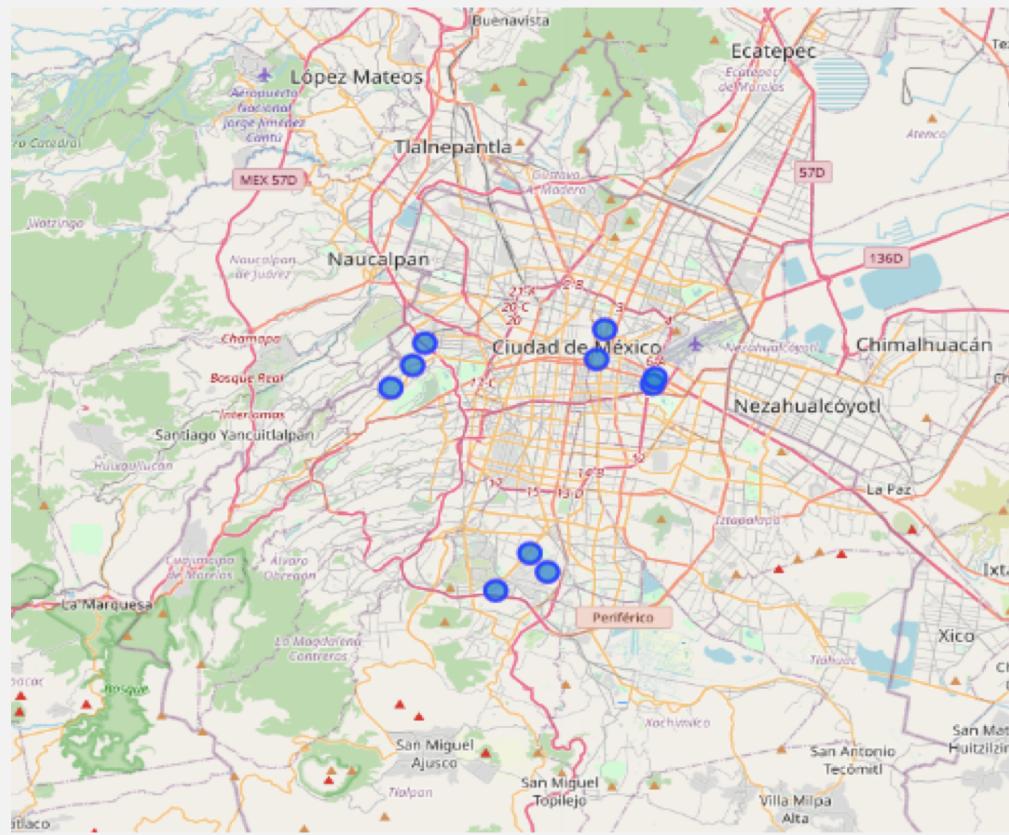
*The next analysis was limited to 100 suburbs because of the max request limit of the free subscription of Foursquare

LOCAL COMPETITORS ESTABLISHMENTS

- After getting the amount of establishments around a suburb per kind, we sum them to get a TotalEstablishment and use this value as the main metric to determine our Top 10 Suburbs to place our Franchise

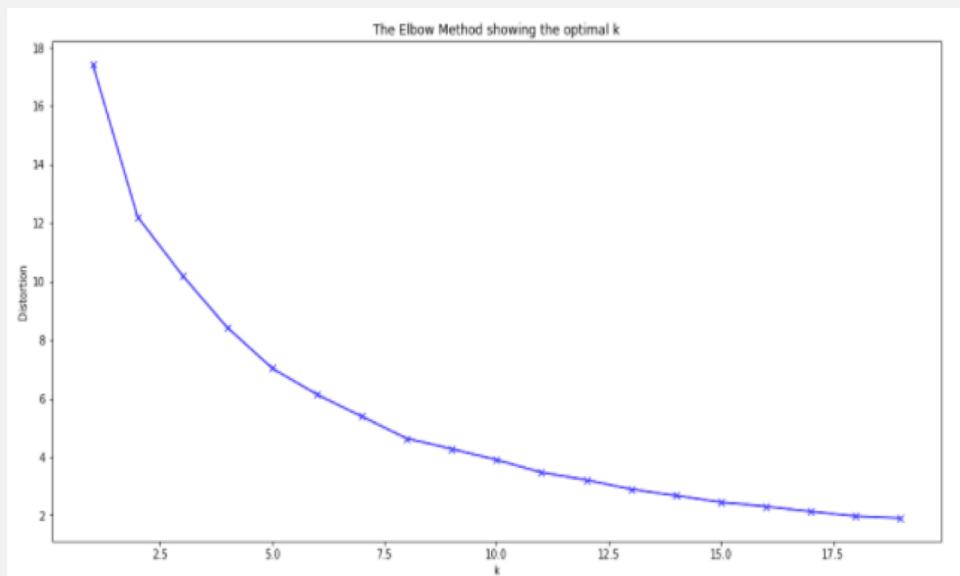
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The best Suburbs from the set to place a franchise are:  
0      SAN NICOLAS TETELCO (PBLO)  
1          AYOCATITLA, ASUNCIN  
2                  XAXALCO  
3                  TEMPILULI  
4          SAN MIGUEL (AMPL)  
5      SAN JUAN TEPENAHUAC (PBLO)  
6          LA PRIMAVERA  
7          LA HABANA  
8      CARLOS PACHECO (U HAB)  
9          LA ANGOSTURA  
10         LA MESA  
11          AHUATENCO  
Name: Suburb, dtype: object
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TOP 10 IN A MAP

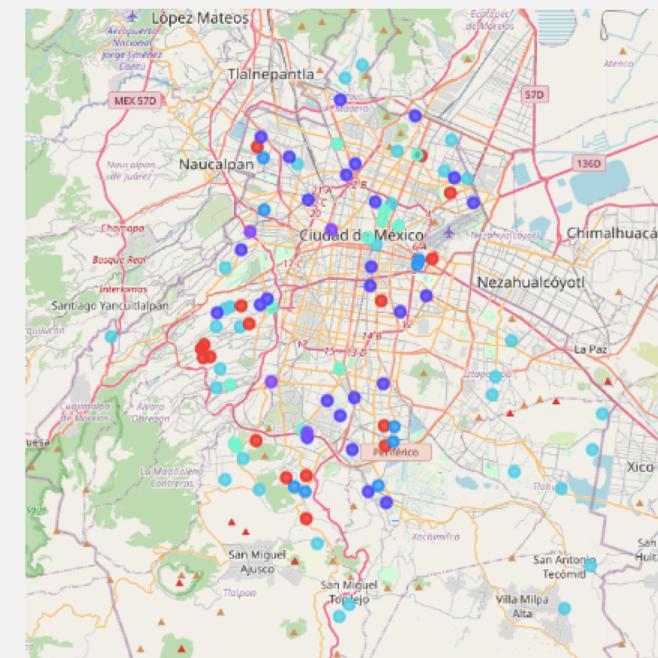


CLUSTERING SIMILAR SUBURBS

- As part of getting a model that can give valuable intel on where to open new franchises, we cluster the data and plot them in a map



Using k=6



CONCLUSION AND FUTURE DIRECTIONS

- Top 10 based on the Total Establishments density around the center of a Suburb
- Cluster model as a reference to take future decisions on where to open new locals.
- Use a Premium Foursquare Account to run the analysis to all the dataset