

CLUSTERING LOCATIONS OF TOP 100 RESTAURANTS OF CANCUN WITH A MACHINE LEARNING APPROACH

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1. Introduction

a. Background

Mexico occupies the eighth place among the tourist destinations visited in the world (UNWTO, 2016), Quintana Roo holding the first place in the tourism industry in the country. On the other hand, small and medium enterprises or SMES in Mexico bring around 72% of the jobs, and get an approximate of 52% of the Gross Domestic Product (GDP) of the country (CONDUSEF, 2019), and for Quintana Roo the GDP contribution from SMES to the state is about 83% (Canirac, 2014). However, the bankruptcy index of SMES grows up to 80% after 5 years of operations (El Universal, 2016) which can be explained by many factors of failures. In Quintana Roo, the sector that has more participation in the GDP is the "food and beverages" SMES with a contribution of 21.3% in the state (INEGI, 2014). According to the UNWTO, the city that gives more GDP among others is Cancun with 7.1% (La Jornada Maya, 2018).

b. Problem

The relevance of Tourism industry in Cancún in regards of SMES concern has worried local and foreign stakeholders on how to invest properly in this region. According to a diagnosis proposal tool for SMES of "Food and beverages" (Hernandez L., et. al, 2018), a strategic factor that could endure the life cycle of the companies is the location.

Machine Learning (ML) algorithms have improved the way of how to analyze information and take decisions. For example, Google Analytics can classify the segmentation of clients that are more likely to buy a certain product with ML algorithms. Then, ML algorithms could have the capacity to recognize by clusters the kind of businesses that are in a certain region given their own information and the places that are around.

c. Interest

Therefore, in the presented capstone project, clusters of the most popular restaurants in Cancun are going to be defined as a result of a ML algorithm, so that investors or market researches can take a decision or review options to take into account from the results.

2. Data acquisition and cleaning

a. Data cleaning and feature selection

Most of restaurant stats, GPS localizations, restaurant categories and so on can be found in a trusted advertising website for tourists like TripAdvisor, which is the one that was used for the project for the first two data sets. The data was manually obtained and saved in an excel document from the Top 100 of restaurants in Cancun in a certain day (May 11th 2019) in order to analyze it without dynamic misinterpretations, because TripAdvisor changes day by day due to dynamic rating and feedback. Furthermore, Foursquare API was used to obtain the venues that are around of the defined restaurants which brought the second data set by scrapping with the data features of the name of the venue, the category of the venue and the GPS localizations, where the last data set obtained from Foursquare was on May 19th 2019, which can be considered if the number of venues increases or decreases in a close future.

The data features that were chosen from TripAdvisor are the categories of the restaurants, the price level category, the ranking top number, and the GPS localization. No other data feature was obtained because of the lack of consistency. For instance, some restaurants mentioned the price range of an average meal, however, not all restaurants had that information available. The price level category which is divided by Trip Advisor (\$=Low, \$\$-\$\$\$=Medium, \$\$\$\$=High) was used, where an approximate of the price levels into range prices are the next: a Low level is around \$200.00MXN and below, a Medium level gets from \$200.00 MXN to \$1000.00 MXN, and the High level goes from \$1000.00MXN and above.

After obtaining manually the data in Excel, text needed to be analyzed to not modify after opening the file in Jupyter notebook, since some issues were happening in the restaurant category divided by commas. Thus, I used Excel functions to prepare the data as a one hot encoding technique should have. At the end, two files were saved in a CSV format, one for the model preparation with a shape of 100 files and 41 columns (Table 1), and the other to describe the data with a shape of 100 files and 6 columns (Table 2).

(100, 41)

| | Top | Restaurant | Longitude | Latitude | Price_RgLv | Apto para vegetarianos | Argentina | Asiática | Bar | Brasilera | ... | Opciones sin gluten | Opciones veganas | Parrilla | Peruana | Pizzería | Sopas | Sudamericana |
|---|-----|----------------------|-----------|------------|------------|------------------------|-----------|----------|-----|-----------|-----|---------------------|------------------|----------|---------|----------|-------|--------------|
| 0 | 1 | Sakura Sunset | 21.053990 | -86.781944 | High | 1 | 0 | 1 | 0 | 0 | ... | 1 | 1 | 0 | 1 | 0 | 0 | |
| 1 | 2 | Restaurante Careyes | 21.083757 | -86.772370 | High | 0 | 0 | 0 | 0 | 0 | ... | 1 | 1 | 0 | 0 | 0 | 0 | |
| 2 | 3 | Restaurante Benazuza | 21.078350 | -86.774950 | High | 1 | 0 | 0 | 0 | 0 | ... | 0 | 0 | 0 | 0 | 0 | 0 | |
| 3 | 4 | Tora Cancún | 21.086130 | -86.773790 | High | 1 | 0 | 1 | 0 | 0 | ... | 1 | 1 | 0 | 0 | 0 | 0 | |
| 4 | 5 | The White Box | 21.144170 | -86.785180 | High | 1 | 0 | 0 | 0 | 0 | ... | 1 | 1 | 0 | 0 | 0 | 0 | |

Table 1. First data set sample for the model preparation and analysis.

(100, 6)

| | Top | Restaurant | Longitude | Latitude | Price_RgLv | Category |
|---|-----|----------------------|-----------|------------|------------|---|
| 0 | 1 | Sakura Sunset | 21.053990 | -86.781944 | High | Japonesa, Peruana, Mariscos, Asiática, Fusión,... |
| 1 | 2 | Restaurante Careyes | 21.083757 | -86.772370 | High | Fusión, Mariscos, Apto para vegetarianos, Opci... |
| 2 | 3 | Restaurante Benazuza | 21.078350 | -86.774950 | High | Apto para vegetarianos, Opciones veganas, Opci... |
| 3 | 4 | Tora Cancún | 21.086130 | -86.773790 | High | Japonesa, Mariscos, Internacional, Sushi, Asiá... |
| 4 | 5 | The White Box | 21.144170 | -86.785180 | High | Mariscos, Apto para vegetarianos, Opciones veg... |

Table 2. Second data set sample for data description.

Finally, Foursquare API was used to scrap the venues that are 500 m of radius around of each restaurant with a limit of 30 venues. From the obtained information, a data set of 2,801 files and 7 columns were obtained with the new information of the venues as can be seen in Table 3.

(2801, 7)

| | Restaurant | Restaurant Latitude | Restaurant Longitude | Venue | Venue Latitude | Venue Longitude | Venue_Category |
|---|---------------|---------------------|----------------------|---------------------------|----------------|-----------------|---------------------------------|
| 0 | Sakura Sunset | 21.05399 | -86.781944 | Playa - Beach | 21.052433 | -86.781982 | Beach |
| 1 | Sakura Sunset | 21.05399 | -86.781944 | La Palapa | 21.056148 | -86.780853 | Restaurant |
| 2 | Sakura Sunset | 21.05399 | -86.781944 | Playa / Beach | 21.054080 | -86.780930 | Beach |
| 3 | Sakura Sunset | 21.05399 | -86.781944 | The Black Hole | 21.053874 | -86.781452 | Molecular Gastronomy Restaurant |
| 4 | Sakura Sunset | 21.05399 | -86.781944 | The box | 21.053787 | -86.781654 | Tapas Restaurant |
| 5 | Sakura Sunset | 21.05399 | -86.781944 | Sakura Sunset | 21.054065 | -86.781977 | Peruvian Restaurant |
| 6 | Sakura Sunset | 21.05399 | -86.781944 | Playa - Beach | 21.056191 | -86.780839 | Beach |
| 7 | Sakura Sunset | 21.05399 | -86.781944 | Moonlight Trattoria Pizza | 21.053935 | -86.781665 | Italian Restaurant |
| 8 | Sakura Sunset | 21.05399 | -86.781944 | Cafe Solaris | 21.054938 | -86.781410 | Mexican Restaurant |
| 9 | Sakura Sunset | 21.05399 | -86.781944 | La Piazza | 21.055571 | -86.780749 | Italian Restaurant |

Table 3. Third data set sample of all the obtained venues.

3. Exploratory Data Analysis

Folium library was used to plot the Top 100 restaurants in Cancun for only visualization. The illustration shows that most of the restaurants are near the center of the city or near a hotel or resort (See Illustration 1).

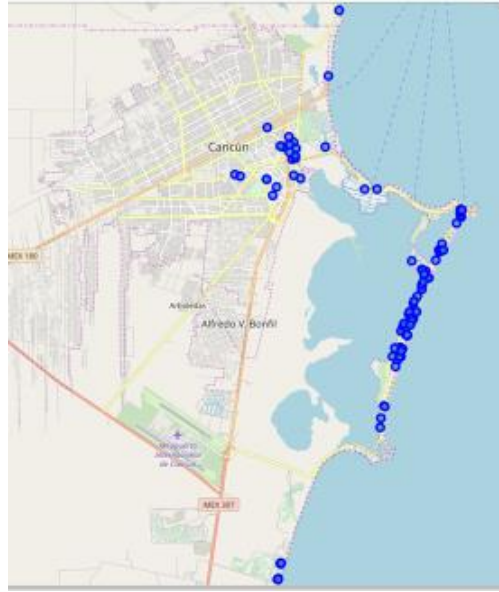


Illustration 1. Map of Cancún with the Top 100 restaurants.

a. Frequency of the features

In order to discover if any feature has a preference among others, the frequency of each feature was analyzed. The first one was the level of the price, which is divided in 3 categories (High, medium, and low) as can be seen in the Table 4.

| Price_RgLv | |
|------------------|----|
| Lv. of the Price | |
| High | 42 |
| Medium | 49 |
| low | 9 |

Table 4. Level of the price categories.

As can be seen in the graph below (See Illustration 2) the category that has almost half of the participation in all restaurants is the Medium level, followed by the High level, and finishing with the Low level with the lowest frequency of 9 out of 100 restaurants.

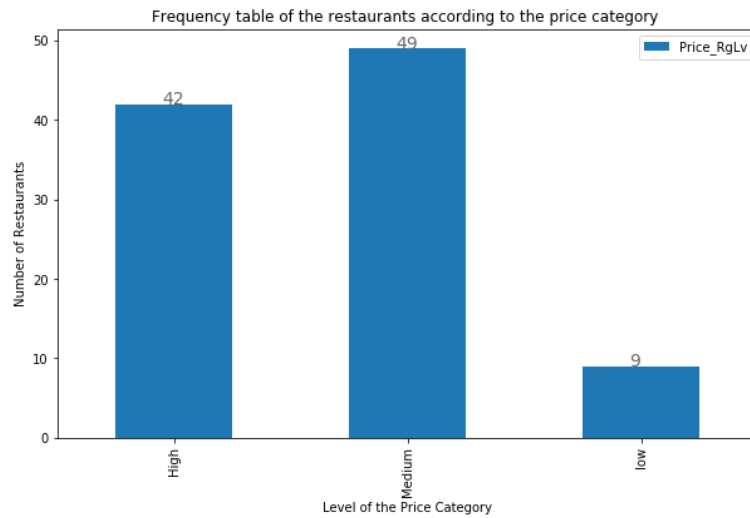


Illustration 2. Graph of the frequency of the price level categories.

Secondly, it was found that the total number of unique categories of restaurants are 36, where most of the restaurants have vegan and vegetarian options, and menus with gluten. Then, Mexican, Latin, International and Seafood cuisines were the next most popular options among others. (See Table 5 and Illustration 3)

(36, 1)

| Restaurant Category | Num_rest |
|------------------------|----------|
| Apto para vegetarianos | 84 |
| Opciones sin gluten | 69 |
| Opciones veganas | 64 |
| Mexicana | 43 |
| Mariscos | 29 |
| Latina | 19 |
| Internacional | 19 |
| Italiana | 17 |
| Caribeña | 11 |
| Europea | 10 |
| Bar | 9 |
| Asiática | 8 |
| Estadounidense | 7 |
| Japonesa | 7 |
| Fusión | 7 |

Table 5. Top 15 Frequency of restaurant categories.

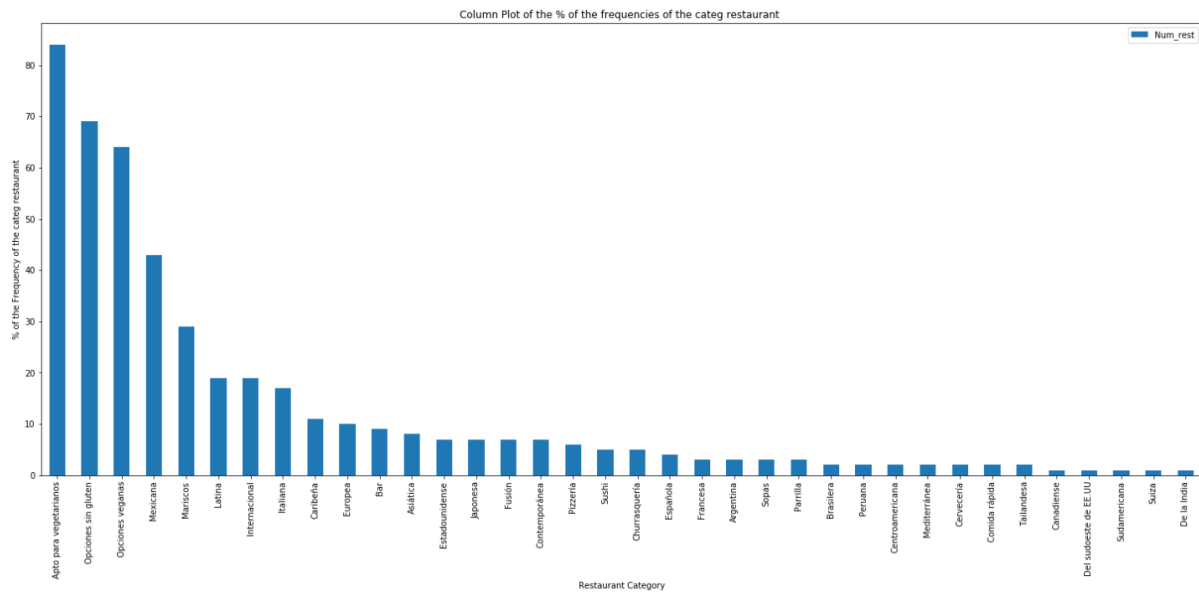


Illustration 3. Graph plot of the frequencies of all restaurant categories.

After grouping all venues into a list and counting its respective frequency, the next table was obtained (See Table 6) by dividing the frequency of each venue and the total of venues scrapped (2801). The total number of the unique venues (154) were plotted into a graph (Illustration 4). It was seen that most of the venues that are around were beaches, similar restaurants, resorts, and hotels.

(154, 1)

:

| Venue_Category percentage | |
|---------------------------|----------|
| Venue Category type | |
| Beach | 7.604427 |
| Mexican Restaurant | 6.961799 |
| Resort | 5.855052 |
| Seafood Restaurant | 5.176723 |
| Italian Restaurant | 5.069618 |

Table 6. Venue category percentage of participation.

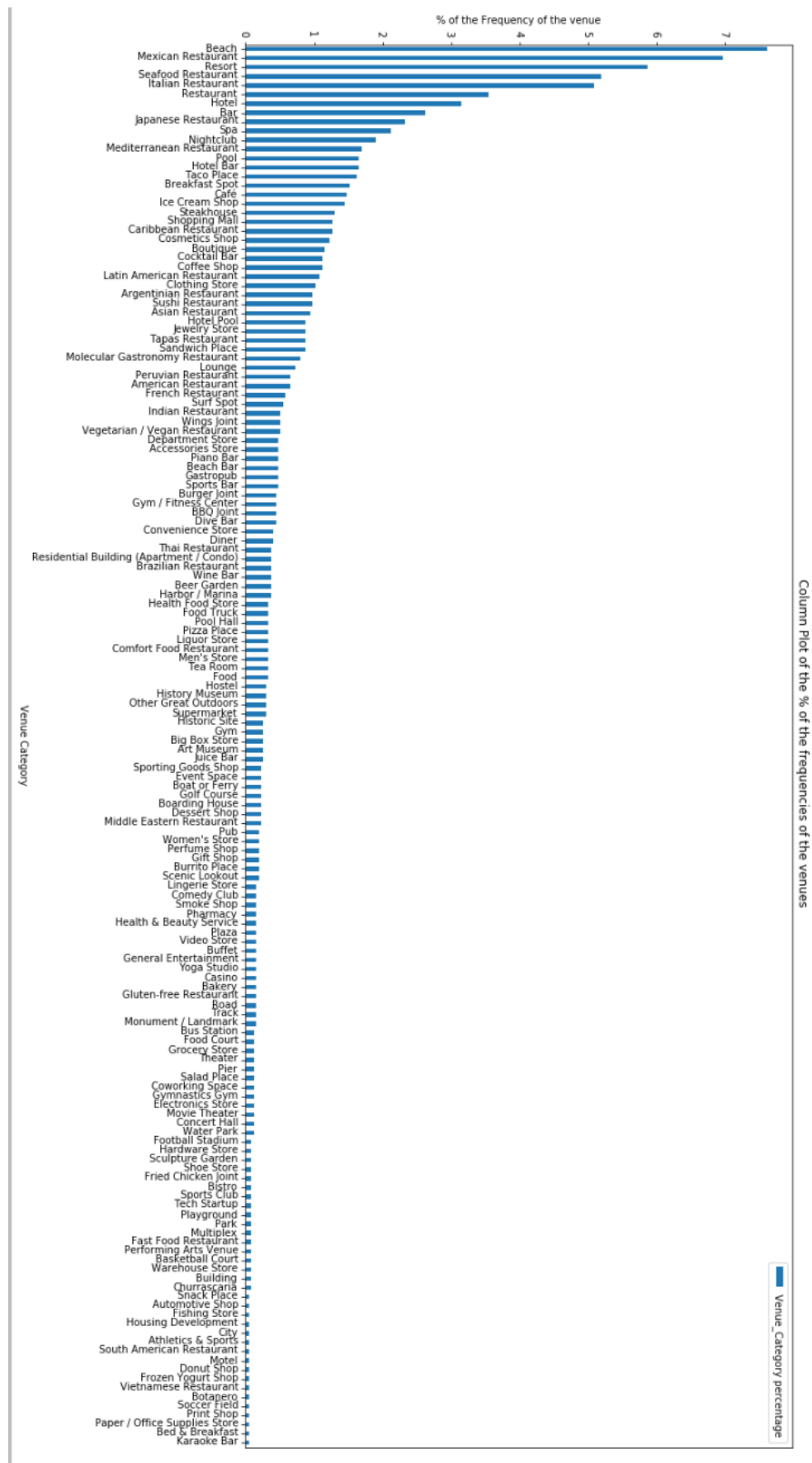


Illustration 4. Horizontal graph of the participation of each venue in all restaurants.

The description of the information given is merely general and it needs to be classified according to the kind of restaurant that analysts need to research. In this case, all restaurants are being considered as if they were one cluster and perhaps not many decisions can be taken from that, therefore, analysts need to see if the information applies.

4. Machine Learning model

a. Model preparation

From the features of restaurant categories and price level category, one hot encoding technique was used to transform the category into an array of 1 and 0. (Table 7).

| | Restaurant | High | Medium | low |
|---|-------------------------------|------|--------|-----|
| 0 | Sakura Sunset | 1 | 0 | 0 |
| 1 | Restaurante Careyes | 1 | 0 | 0 |
| 2 | Restaurante Benazuza | 1 | 0 | 0 |
| 3 | Tora Cancún | 1 | 0 | 0 |
| 4 | The White Box | 1 | 0 | 0 |
| 5 | Restaurante Chianti | 1 | 0 | 0 |
| 6 | Black Hole | 1 | 0 | 0 |
| 7 | Restaurante Condimento | 0 | 1 | 0 |
| 8 | Samura Japanese Cuisine & Bar | 0 | 1 | 0 |
| 9 | Deli Barlovento | 0 | 0 | 1 |

Table 7. Sample of the table of 1 and 0 of price level category.

Nonetheless, the venues data set was extensive after using the one hot encoding technique. Therefore, the average of each venue for each restaurant was calculated. At the end, the three kind of main categories (price, restaurant and venues) were merged in a table (See Table 8).

| | Restaurant | Apto para vegetarianos | Argentina | Asiática | Bar_x | Brasileira | Canadiense | Caribeña | Centroamericana | Cervecería | ... | Track | Vegetarian / Vegan Restaurant | Video Store | Vietnamese Restaurant | Warehouse Store | Water Park | Wine Bar | Wings Joint | Women's Store | Yoga Studio |
|---|----------------------|------------------------|-----------|----------|-------|------------|------------|----------|-----------------|------------|-----|-------|-------------------------------|-------------|-----------------------|-----------------|------------|----------|-------------|---------------|-------------|
| 0 | Sakura Sunset | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | ... | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.000000 |
| 1 | Restaurante Careyes | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | ... | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.000000 |
| 2 | Restaurante Benazuza | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | ... | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.000000 |
| 3 | Tora Cancún | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | ... | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.000000 |
| 4 | The White Box | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | ... | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.033333 |

5 rows x 193 columns

Table 8. Merged table of all categories for the data modeling.

b. Model election and the optimal parameter

A K-means algorithm was selected due to its simplicity on handling data that has a range from 0 to 1. Then, the Elbow method was used in order to calculate the optimal K variable to choose the number of clusters for the model.

Firstly, a range from 2 to 50 k-clusters were used to visualize the peak of the sudden fall of the elbow curve. (See Illustration 5)

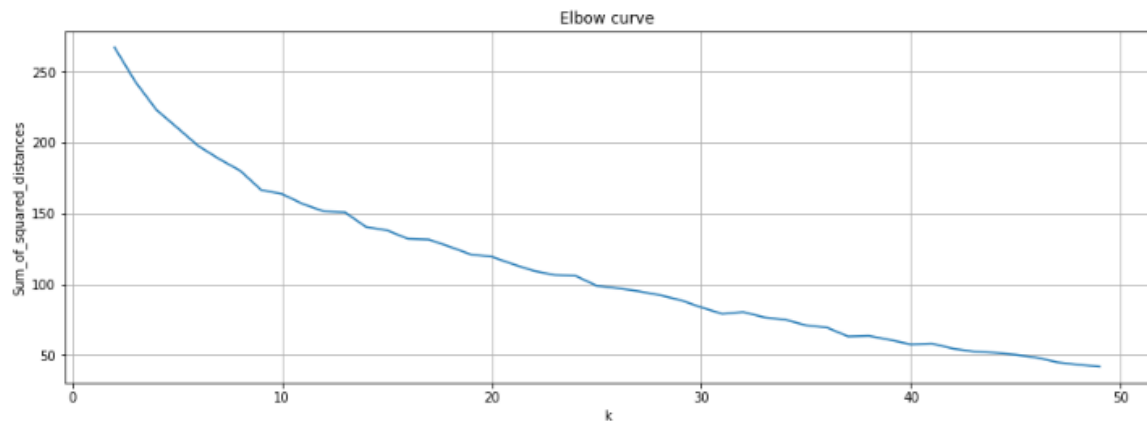


Illustration 5. Elbow curve within a range from 2 to 50 k-clusters.

Then, another plot was illustrated (See illustration 6) to see which K-cluster was the optimal. In the final analysis, the K-optimal number of clusters was 7.

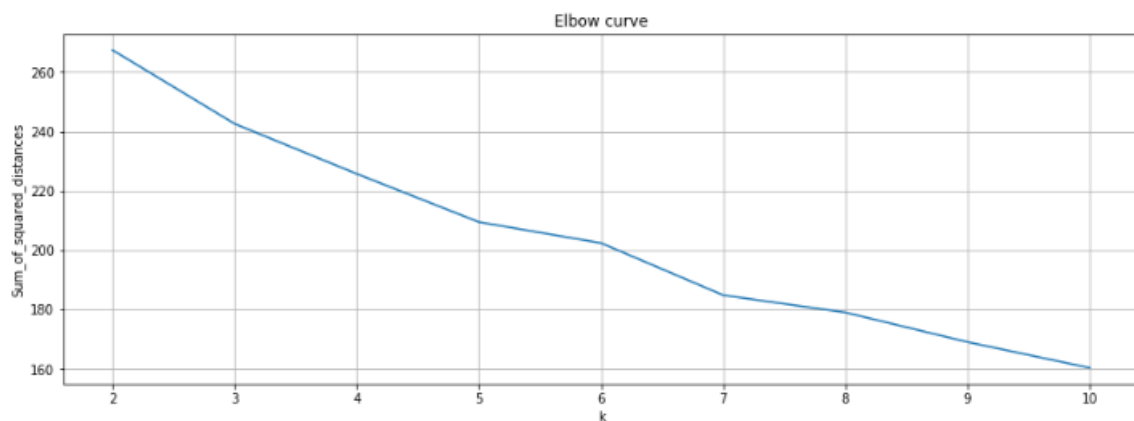


Illustration 6. Elbow curve within a range from 2 to 10 k-clusters.

c. Results

Seven clusters were obtained for all restaurants, and merged into a table that has the descending order of the avg. of the top 10 venues of each restaurant, and the main data of the Table 2. (See Table 9).

| Top | Restaurant | Longitude | Latitude | Price_Rglv | Category | Cluster Labels | 1st Most Common Venue | 2nd Most Common Venue | 3rd Most Common Venue | 4th Most Common Venue | 5th Most Common Venue | 6th Most Common Venue | 7th Most Common Venue | 8th Most Common Venue | 9th Most Common Venue | 10th Most Common Venue | |
|-----|------------|---------------------|-----------|------------|----------|---|-----------------------|-----------------------|---------------------------|-----------------------|---------------------------|---------------------------------|-----------------------|-----------------------|-----------------------|------------------------|--------------------------|
| 0 | 1 | Sakura Sunset | 21.053990 | -86.781944 | High | Japonesa, Peruana, Mariscos, Asiática, Fusión... | 3 | Beach | Resort | Mexican Restaurant | Hotel | Molecular Gastronomy Restaurant | Italian Restaurant | Olive Bar | Sushi Restaurant | Tapas Restaurant | Peruvian Restaurant |
| 1 | 2 | Restaurante Careyes | 21.083757 | -86.772370 | High | Fusión, Mariscos, Apto para vegetarianos, Opciones veganas, Opciones... | 4 | Resort | Mexican Restaurant | Italian Restaurant | Latin American Restaurant | Beach | Pool | Tapas Restaurant | Other Great Outdoors | Bar | Mediterranean Restaurant |
| 2 | 3 | Restaurante Benazua | 21.076350 | -86.774950 | High | Apto para vegetarianos, Opciones veganas, Opciones... | 2 | Beach | Mexican Restaurant | Italian Restaurant | Seafood Restaurant | Bar | Breakfast Spot | Lounge | Food | Gastropub | Casí |
| 3 | 4 | Tora Cancún | 21.086130 | -86.773790 | High | Japonesa, Mariscos, Internacional, Sushi, Asiática... | 0 | Resort | Latin American Restaurant | Italian Restaurant | Pool | Seafood Restaurant | Mexican Restaurant | Beach | Tapas Restaurant | Cocktail Bar | Other Gr Outdo |
| 4 | 5 | The White Box | 21.144170 | -86.785180 | High | Mariscos, Apto para vegetarianos, Opciones veg... | 0 | Mexican Restaurant | Resort | Beach | Boat or Ferry | Hotel | Beach Bar | Pub | Sculpture Garden | Food Court | Mediterranean Restaurant |

Table 9. With the clusters label and the main features with the top 10 venues.

The new map with the labeled clusters resulted into the next image (See illustration 7).

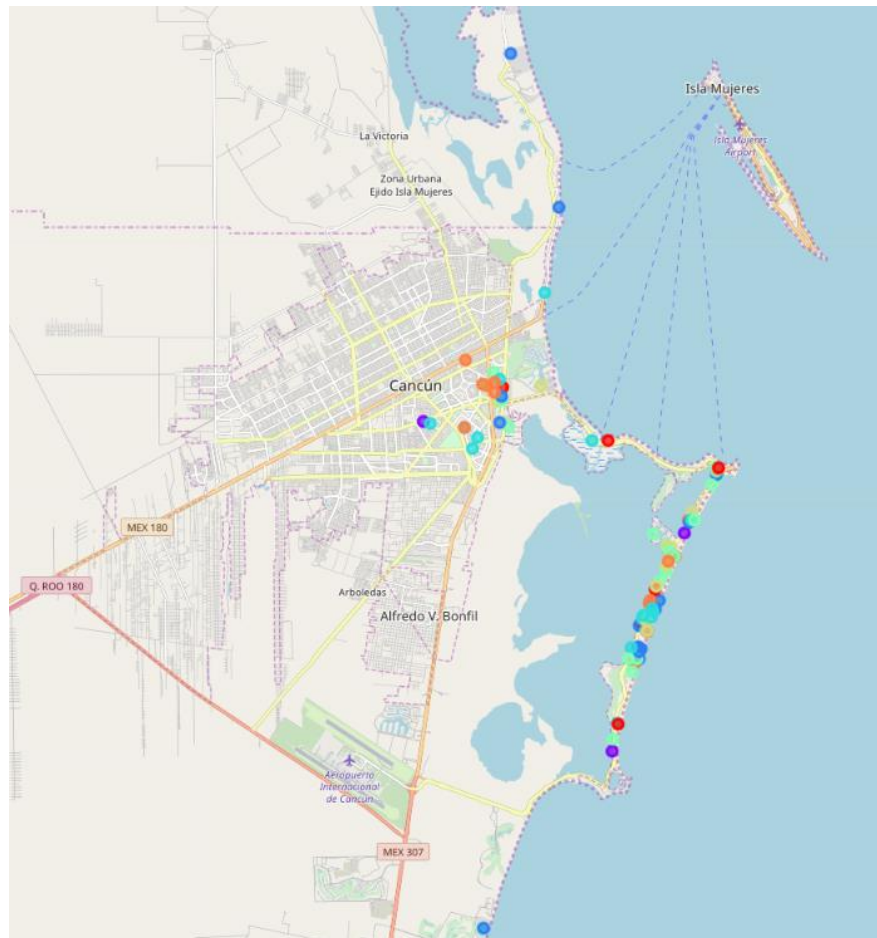


Illustration 7. New map with the 7 defined clusters.

Once that the clusters were obtained in tables and plotted in maps (See Anexes section), the information was analyzed in order to name the cluster. However, it is important to mention that the action of naming the clusters is based on the author's observation from the obtained tables.

| Cluster | Name of the cluster |
|---------|--|
| 0 | Specialized seafood cuisine |
| 1 | Mexican and Seafood cuisines near to hotels and |
| 2 | Seafood and Italian restaurants near to the beach |
| 3 | French, japanese, and other cuisines near to coffee shops and bars |
| 4 | Variety of restaurants closer to shopping malls and night clubs |
| 5 | Italian food near to shopping malls |
| 6 | Mexican local food with a medium level price of preference |

Table 10. Names of the clusters.

5. Conclusion and discussion

Seven clusters defined how Small and Medium Enterprises of “Food and beverages” should be labeled with the k-means algorithm. The results are clearly an insight for decision makers and researchers with the main features that the author thought and searched that have consistency where the name of the clusters can be discussed with experts of the area.

Although the data was stored in a certain day, the same process can be used when a considered amount of time has passed because the data set may be obsolete, therefore, if the same process is wanted to be done again, it should not vary if it is in the same tourism season, but then if the season is different, the clustering model could give different clusters. Not to mention that Foursquare is also dynamic, so it could also affect the model when the time passes. In a nutshell, the presented information gives only a real approach about the most popular restaurants in Cancún in May of 2019.

Nonetheless, the data that was used for the model may not have other features that might be desired that could affect the clustering model such as the range of prices, the age of the restaurant, the rating of the service, the number of the people that attends each restaurant per day, the nationality of the people that are clients, and so forth.

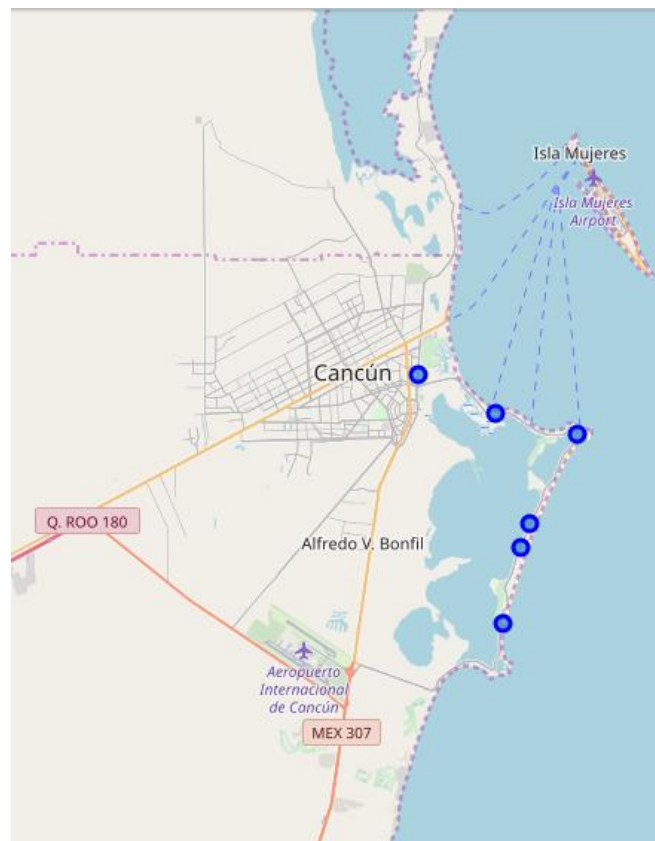
6. Future directions

For next researches in this topic or related areas, it is recommended to always use data that can be available and not dynamic due to lack of consistency on the features. Furthermore, the model could be more precise if an adaptive web scrapping program can be used in TripAdvisor website to get the information of the majority of the available restaurants.

7. Annexes

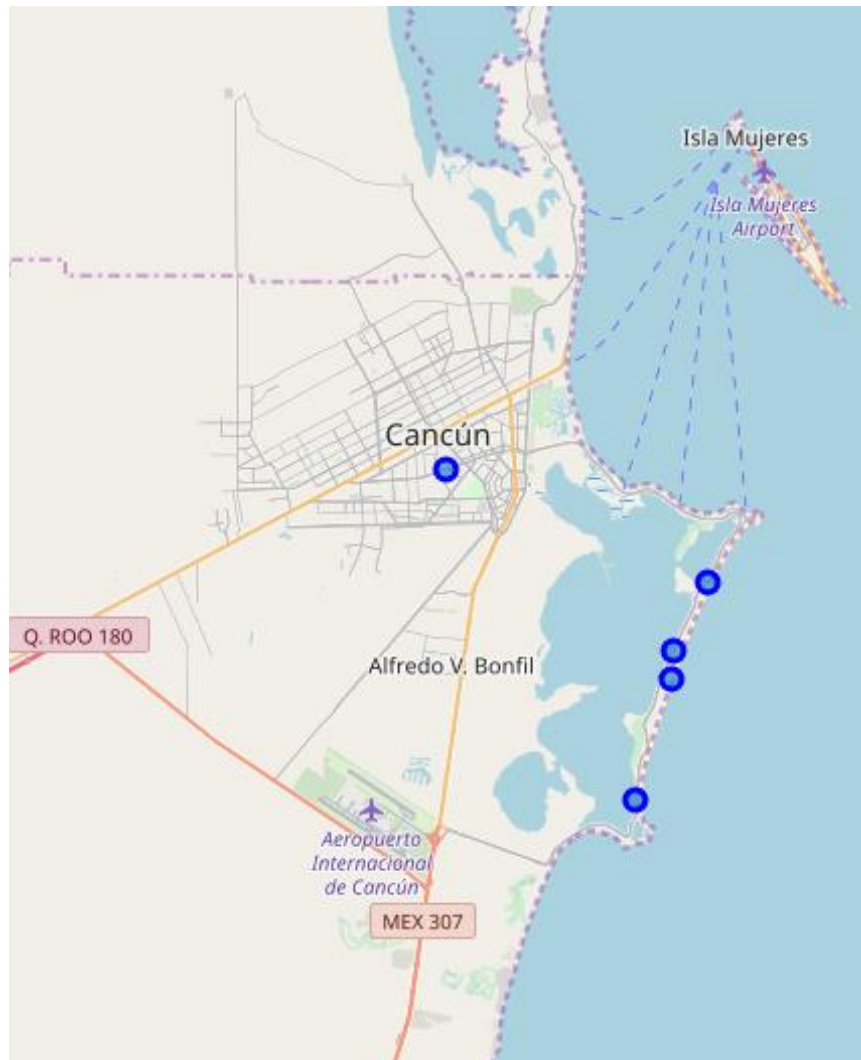
a. Cluster 0 Table and Map.

| | Restaurant | Price_RgLv | Category | Cluster Labels | 1st Most Common Venue | 2nd Most Common Venue | 3rd Most Common Venue | 4th Most Common Venue | 5th Most Common Venue | 6th Most Common Venue | 7th Most Common Venue | 8th Most Common Venue | 9th Most Common Venue | 10th Most Common Venue |
|----|------------------------------|------------|---|----------------|---------------------------|-----------------------|-----------------------|---------------------------------|-----------------------|-----------------------|---------------------------|-----------------------|-----------------------|-------------------------|
| 3 | Tora Cancún | High | Japonesa, Mariscos, Internacional, Sushi, Asiá... | 0 | Latin American Restaurant | Resort | Italian Restaurant | Pool | Mexican Restaurant | Seafood Restaurant | Beach | Sushi Restaurant | Other Great Outdoors | Cocktail Bar |
| 4 | The White Box | High | Mariscos, Apto para vegetarianos, Opciones veg... | 0 | Mexican Restaurant | Beach | Resort | Boat or Ferry | Hotel | Yoga Studio | Steakhouse | Bar | Beach Bar | Food Court |
| 6 | Black Hole | High | Fusión, Opciones sin gluten | 0 | Beach | Hotel | Resort | Molecular Gastronomy Restaurant | Mexican Restaurant | Italian Restaurant | Hotel Bar | Tapas Restaurant | Coffee Shop | Pool |
| 26 | DU MEXIQUE By Sonya Grimond | High | Mexicana, Francesa, Apto para vegetarianos, Op... | 0 | Breakfast Spot | Seafood Restaurant | Italian Restaurant | Japanese Restaurant | Taco Place | Health Food Store | Comfort Food Restaurant | Coffee Shop | Cocktail Bar | Health & Beauty Service |
| 37 | Agua Santa Restaurante-Bar | Medium | Italiana, Pizzería, Mariscos, Internacional, F... | 0 | Italian Restaurant | Beach | Mexican Restaurant | Breakfast Spot | Spa | Sports Bar | Latin American Restaurant | Surf Spot | Resort | Seafood Restaurant |
| 99 | Calypso's Mexican Restaurant | Medium | Mexicana, Latina, Mariscos, Apto para vegetari... | 0 | Beach | Nightclub | Bar | Ice Cream Shop | Japanese Restaurant | Mexican Restaurant | Sandwich Place | Resort | Spa | Bus Station |



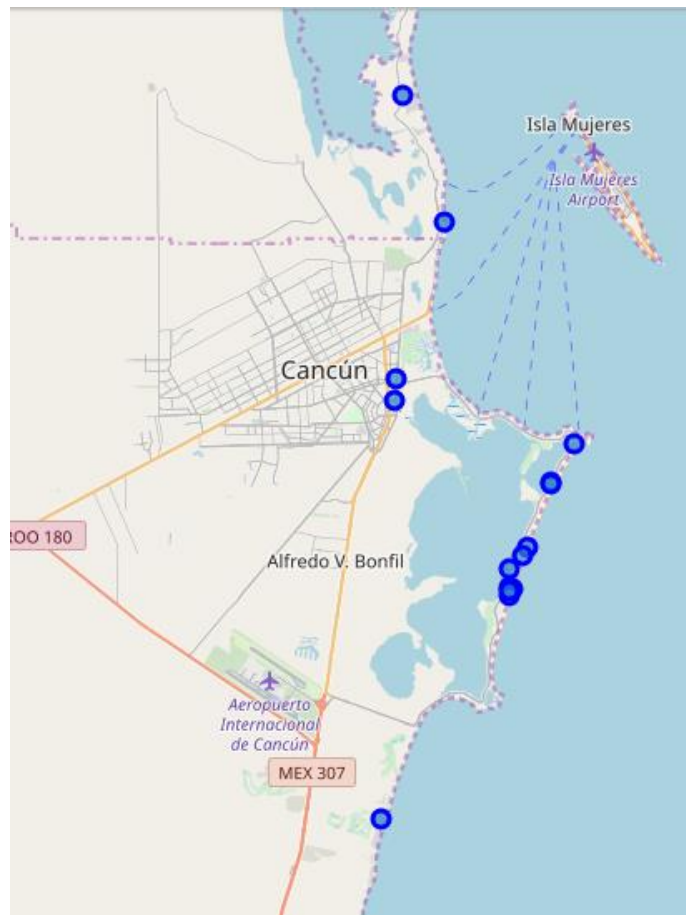
b. Cluster 1 Table and Map.

| | Restaurant | Price_RgLv | Category | Cluster Labels | 1st Most Common Venue | 2nd Most Common Venue | 3rd Most Common Venue | 4th Most Common Venue | 5th Most Common Venue | 6th Most Common Venue | 7th Most Common Venue | 8th Most Common Venue | 9th Most Common Venue | 10th Most Common Venue |
|----|---------------------|------------|---|----------------|-----------------------|--------------------------|-----------------------|---------------------------|-----------------------|-----------------------|-----------------------|--------------------------|-----------------------|---------------------------------|
| 5 | Restaurante Chianti | High | Italiana, Apto para vegetarianos, Opciones veg... | 1 | Resort | Beach | Hotel | Italian Restaurant | Asian Restaurant | Mexican Restaurant | Spa | Sports Bar | Hotel Bar | Jewelry Store |
| 33 | Harry's | High | Mariscos, Churrasquería, Contemporánea, Apto p... | 1 | Beach | Mediterranean Restaurant | Resort | Mexican Restaurant | Hotel | Japanese Restaurant | Hotel Bar | Seafood Restaurant | Spa | Molecular Gastronomy Restaurant |
| 55 | RESTAURANTE NAVIOS | Medium | Mexicana, Caribeña, Mariscos, Apto para vegeta... | 1 | Hotel | Resort | Seafood Restaurant | Bar | Beach | Mexican Restaurant | Sushi Restaurant | Mediterranean Restaurant | Burger Joint | Middle Eastern Restaurant |
| 58 | Vegan Planet | Medium | Mexicana, Internacional, Apto para vegetariano... | 1 | Taco Place | Italian Restaurant | Shopping Mall | Seafood Restaurant | Boutique | Clothing Store | Fried Chicken Joint | Pizza Place | Mexican Restaurant | Yoga Studio |
| 65 | Naos Restaurant | Medium | Mexicana, Estadounidense, Apto para vegetarian... | 1 | Resort | Mexican Restaurant | Beach | Latin American Restaurant | Pool | Italian Restaurant | Tapas Restaurant | Food | Spa | Japanese Restaurant |



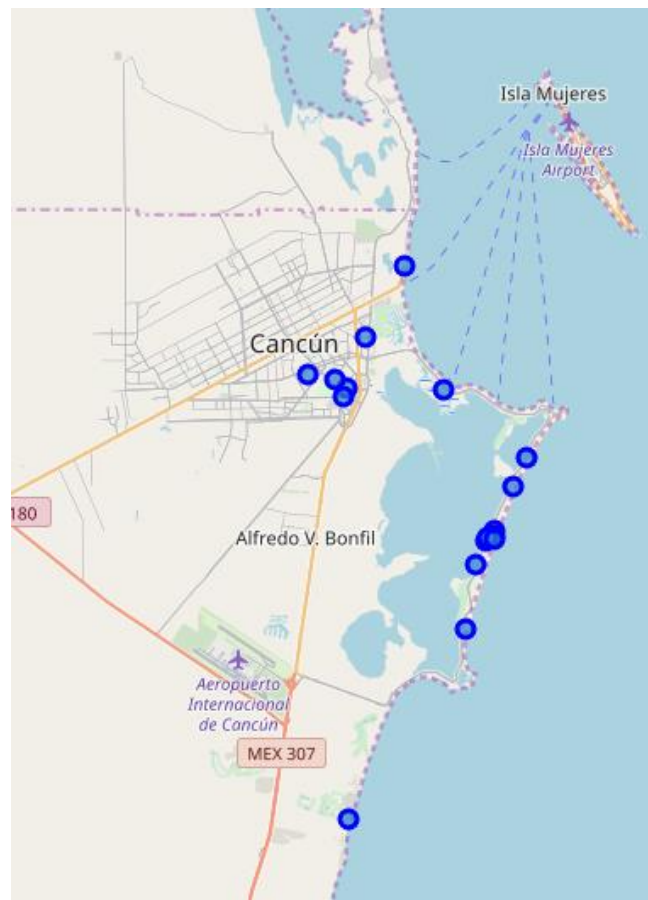
c. Cluster 2 Table and Map.

| | Restaurant | Price_RgLv | Category | Cluster Labels | 1st Most Common Venue | 2nd Most Common Venue | 3rd Most Common Venue | 4th Most Common Venue | 5th Most Common Venue | 6th Most Common Venue | 7th Most Common Venue | 8th Most Common Venue | 9th Most Common Venue | 10th Most Common Venue |
|----|---|------------|---|----------------|-----------------------|--------------------------|--------------------------|-----------------------|---------------------------|-------------------------|-----------------------|-----------------------|-----------------------|---------------------------------|
| 2 | Restaurante Benazuza | High | Apto para vegetarianos, Opciones veganas, Opci... | 2 | Beach | Italian Restaurant | Mexican Restaurant | Seafood Restaurant | Bar | Hotel Bar | Lounge | Food | Event Space | Gastropub |
| 12 | Rosa Negra | High | Mexicana | 2 | Resort | Italian Restaurant | Seafood Restaurant | Mexican Restaurant | Latin American Restaurant | Pool | Tapas Restaurant | Food | Spa | Japanese Restaurant |
| 16 | Flamingos Seafood Kitchen | Medium | Mexicana, Caribeña, Latina, Mariscos, Apto par... | 2 | Coffee Shop | Bed & Breakfast | Seafood Restaurant | Bar | French Restaurant | Food Truck | Food Court | Food | Fast Food Restaurant | Event Space |
| 19 | Maki Taco | Medium | Mexicana, Japonesa, Sushi, Asiática, Apto para... | 2 | Beach | Seafood Restaurant | Italian Restaurant | Mexican Restaurant | Bar | Hotel Bar | Breakfast Spot | Lounge | Food | Resort |
| 29 | Casitas | High | Mariscos, Contemporánea, Apto para vegetariano... | 2 | Beach | Mediterranean Restaurant | Resort | Mexican Restaurant | Japanese Restaurant | Italian Restaurant | Hotel Bar | Seafood Restaurant | Spa | Molecular Gastronomy Restaurant |
| 38 | Pina Colada Restaurant | Medium | Mexicana, Mariscos, Apto para vegetarianos, Op... | 2 | Beach | Seafood Restaurant | Resort | Mexican Restaurant | Italian Restaurant | Bar | Lounge | Event Space | Gastropub | Surf Spot |
| 39 | El Granero Grill & Drinks | low | Mexicana, Bar, Apto para vegetarianos, Opcione... | 2 | Nightclub | Beach | Bar | Mexican Restaurant | Japanese Restaurant | American Restaurant | Big Box Store | Clothing Store | Ice Cream Shop | Sandwich Place |
| 45 | Chic Cabaret & Restaurant Costa Mujeres | High | Internacional, Fusión | 2 | Hotel | Hotel Bar | Italian Restaurant | Spa | Seafood Restaurant | Beach | Japanese Restaurant | Gym | French Restaurant | Dessert Shop |
| 46 | Locanda Paolo | High | Italiana, Mariscos, Europea, Fusión, Apto para... | 2 | Italian Restaurant | Breakfast Spot | Health Food Store | Seafood Restaurant | Taco Place | Health & Beauty Service | Japanese Restaurant | Cosmetics Shop | Coffee Shop | Diner |
| 56 | Secrets The Vine Cancun | High | Bar, Mariscos, Apto para vegetarianos, Opcione... | 2 | Beach | Resort | Mediterranean Restaurant | Japanese Restaurant | Hotel | Mexican Restaurant | Spa | Hotel Bar | Piano Bar | Caribbean Restaurant |
| 63 | Restaurante Italian Dos Lunas | Medium | Italiana, Apto para vegetarianos | 2 | Beach | Seafood Restaurant | Mexican Restaurant | Italian Restaurant | Taco Place | Tapas Restaurant | Breakfast Spot | Lounge | Resort | Gastropub |
| 64 | Outback Steakhouse | Medium | Estadounidense, Bar, Apto para vegetarianos | 2 | Resort | Italian Restaurant | Seafood Restaurant | Café | Hotel Pool | Steakhouse | Beach | Gastropub | Lounge | Molecular Gastronomy Restaurant |
| 69 | Outback Sports Bar | Medium | Estadounidense, Bar | 2 | Resort | Steakhouse | Italian Restaurant | Beach | Café | Seafood Restaurant | Hotel Pool | Lounge | Sports Bar | Spa |
| 79 | Pizzeria Luna Rossa | Medium | Italiana, Pizzeria, Europea, Apto para vegetar... | 2 | Department Store | Italian Restaurant | Ice Cream Shop | Yoga Studio | Salad Place | Shopping Mall | Brazilian Restaurant | Seafood Restaurant | Lingerie Store | Scenic Lookout |
| 96 | Momo | High | Japonesa, Sushi, Asiática, Apto para vegetaria... | 2 | Hotel Bar | Japanese Restaurant | Mexican Restaurant | Seafood Restaurant | Lounge | Bus Station | Concert Hall | Boarding House | Café | Steakhouse |



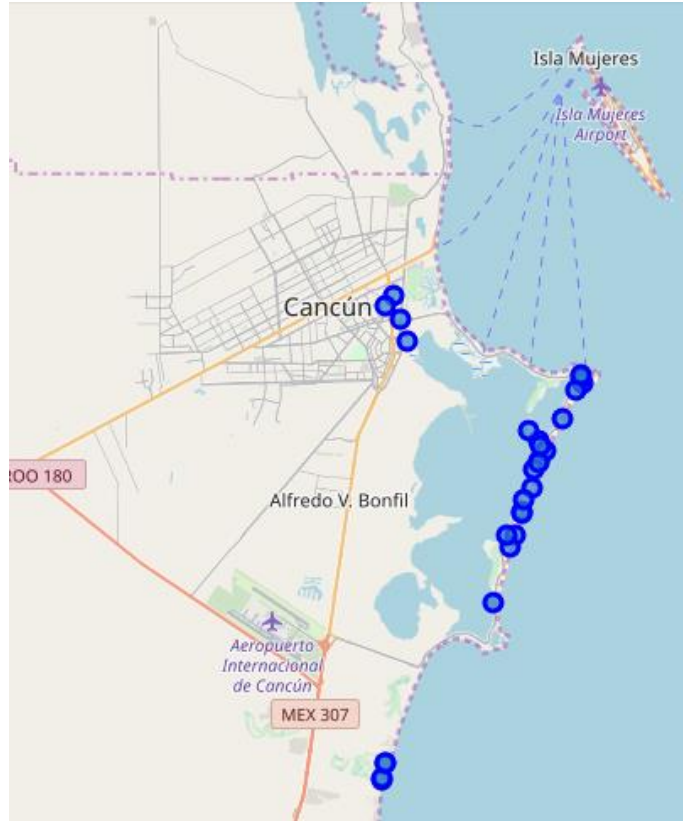
d. Cluster 3 Table and Map.

| | Restaurant | Price_RgLv | Category | Cluster Labels | 1st Most Common Venue | 2nd Most Common Venue | 3rd Most Common Venue | 4th Most Common Venue | 5th Most Common Venue | 6th Most Common Venue | 7th Most Common Venue | 8th Most Common Venue | 9th Most Common Venue | 10th Most Common Venue |
|----|---|------------|--|----------------|-----------------------|---------------------------|--------------------------|---------------------------------|---------------------------|-----------------------|--------------------------|-------------------------------|-----------------------|---------------------------------|
| 0 | Sakura Sunset | High | Japonesa, Peruana, Mariscos, Asiática, Fusión... | 3 | Beach | Hotel | Resort | Molecular Gastronomy Restaurant | Mexican Restaurant | Italian Restaurant | Hotel Bar | Tapas Restaurant | Coffee Shop | Pool |
| 8 | Samura Japanese Cuisine & Bar | Medium | Japonesa, Sushi, Asiática, Mariscos, Internaci... | 3 | Café | Convenience Store | Mediterranean Restaurant | Italian Restaurant | Breakfast Spot | Seafood Restaurant | Supermarket | Sushi Restaurant | Caribbean Restaurant | Ice Cream Shop |
| 9 | Deli Barlovento | low | Mexicana, Comida rápida | 3 | Resort | Mexican Restaurant | Hotel | Beach | Boat or Ferry | Yoga Studio | Bar | Beach Bar | Coffee Shop | Convenience Store |
| 17 | Les Cepages Restaurant | High | Francesa, Europea, Contemporánea, Internaciona... | 3 | Café | Seafood Restaurant | Ice Cream Shop | Fast Food Restaurant | Sandwich Place | Convenience Store | Soccer Field | Paper / Office Supplies Store | Caribbean Restaurant | Bakery |
| 21 | Crab House Cancún | High | Mariscos, Internacional, Parrilla, Sopas, Apto... | 3 | Italian Restaurant | Latin American Restaurant | Resort | Hotel | Mexican Restaurant | Seafood Restaurant | Hotel Bar | Beach Bar | Japanese Restaurant | Mediterranean Restaurant |
| 30 | Bovino's Churrascaria | High | Brasileira, Internacional, Apto para vegetarian... | 3 | Seafood Restaurant | Mexican Restaurant | Gym / Fitness Center | Juice Bar | Performing Arts Venue | Taco Place | Sandwich Place | Building | Lounge | Football Stadium |
| 32 | MB Restaurant | High | Estadounidense, Mariscos, Apto para vegetarian... | 3 | Beach | Boutique | Argentinian Restaurant | Seafood Restaurant | Shopping Mall | Pool | Accessories Store | Resort | Burger Joint | Men's Store |
| 52 | Arrecifes - Nizuc Brazilian Restaurant/Moon Pa... | High | Churrascueria, Brasileira, Opciones sin gluten | 3 | Resort | Mexican Restaurant | Pool | Bar | Boarding House | Pub | Sushi Restaurant | Spa | Gift Shop | Beach |
| 57 | Nebbiolo Ristorante | High | Italiana, Apto para vegetarianos, Opciones veg... | 3 | Beach | Resort | Mediterranean Restaurant | Japanese Restaurant | Hotel | Mexican Restaurant | Spa | Hotel Bar | Piano Bar | Caribbean Restaurant |
| 67 | La Fonda Del Zancudo | Medium | Apto para vegetarianos, Opciones veganas | 3 | Breakfast Spot | Seafood Restaurant | Mexican Restaurant | Japanese Restaurant | Sushi Restaurant | Taco Place | Hotel Bar | Bar | Cocktail Bar | Health & Beauty Service |
| 70 | Maria Marie Restaurant | High | Francesa, Mexicana, Apto para vegetarianos | 3 | Italian Restaurant | Seafood Restaurant | Resort | Café | Hotel Pool | Steakhouse | Beach | Gastropub | Lounge | Molecular Gastronomy Restaurant |
| 72 | Mar-Bella Rawbar & Grill | Medium | Mexicana, Caribeña, Mariscos, Opciones sin gluten | 3 | Seafood Restaurant | Hotel | Beach | Housing Development | City | Harbor / Marina | Lighthouse | Food Court | Food | Fast Food Restaurant |
| 77 | Ciao | High | Italiana, Apto para vegetarianos | 3 | Beach | Resort | Spa | Hotel Bar | Mexican Restaurant | Hotel | Mediterranean Restaurant | Japanese Restaurant | Italian Restaurant | Piano Bar |
| 78 | Blue Gecko Cantina | low | Mexicana, Apto para vegetarianos, Opciones veg... | 3 | Beach | Mexican Restaurant | Buffet | Seafood Restaurant | Hotel | Italian Restaurant | Tapas Restaurant | Breakfast Spot | Brazilian Restaurant | Casino |
| 81 | Le Fate Ristorante Italiano | Medium | Italiana, Pizzeria, Mediterránea, Apto para ve... | 3 | Italian Restaurant | Taco Place | Sushi Restaurant | Shopping Mall | Clothing Store | Bar | Accessories Store | Boutique | Spa | Seafood Restaurant |
| 86 | Fred's House | High | Caribeña, Mariscos, Internacional, Apto para v... | 3 | Resort | Spa | Hotel Bar | Seafood Restaurant | Latin American Restaurant | Japanese Restaurant | Italian Restaurant | Beach | Mexican Restaurant | Hotel |
| 89 | Sedona Grill | Medium | Mexicana, Del sudoeste de EE.UU, Apto para veg... | 3 | Resort | Beach | Spa | Hotel Bar | Hotel | Seafood Restaurant | Japanese Restaurant | Italian Restaurant | Piano Bar | Pool |



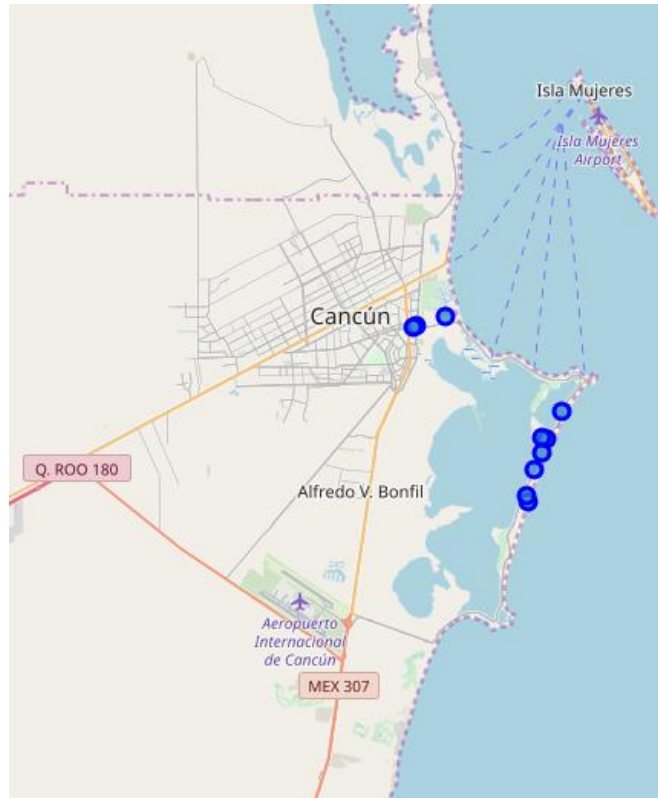
e. Cluster 4 Table and Map.

| | Restaurant | Price_RgLv | Category | Cluster Labels | 1st Most Common Venue | 2nd Most Common Venue | 3rd Most Common Venue | 4th Most Common Venue | 5th Most Common Venue | 6th Most Common Venue | 7th Most Common Venue | 8th Most Common Venue | 9th Most Common Venue | 10th Most Common Venue |
|----|-------------------------------------|------------|---|----------------|-----------------------|--------------------------|-------------------------------|---------------------------|-----------------------|--------------------------|--|---------------------------------|---------------------------|--------------------------|
| 1 | Restaurante Careyes | High | Fusión, Mariscos, Apto para vegetarianos, Opci... | 4 | Resort | Mexican Restaurant | Pool | Latin American Restaurant | Italian Restaurant | Beach | Japanese Restaurant | Spa | Cocktail Bar | Other Great Outdoors |
| 14 | Taqueria Coapehitos | low | Mexicana, Comida rápida, Latina, Apto para veg... | 4 | Seafood Restaurant | Taco Place | Hotel | French Restaurant | Park | Donut Shop | Sushi Restaurant | Sandwich Place | Japanese Restaurant | Italian Restaurant |
| 20 | Chuchito Pérez Cancun | Medium | Mexicana, Cervecería, Latina, Contemporánea, A... | 4 | Nightclub | Beach | Mexican Restaurant | Bar | American Restaurant | Japanese Restaurant | Big Box Store | Wings Joint | Hotel | Clothing Store |
| 22 | The Bears Den International Kitchen | Medium | Mexicana, Internacional, Fusión, Canadiense, A... | 4 | Italian Restaurant | Mexican Restaurant | Caribbean Restaurant | Ice Cream Shop | Breakfast Spot | Shopping Mall | Brazilian Restaurant | Boutique | South American Restaurant | Spa |
| 23 | The Club Grill | High | Internacional, Apto para vegetarianos, Opcione... | 4 | Beach | Mediterranean Restaurant | Resort | Japanese Restaurant | Mexican Restaurant | Italian Restaurant | Breakfast Spot | Molecular Gastronomy Restaurant | Café | Peruvian Restaurant |
| 24 | Cancun Lighthouse Marina | Medium | Mexicana, Internacional, Apto para vegetariano... | 4 | Cosmetics Shop | Accessories Store | Shopping Mall | Ice Cream Shop | Coffee Shop | Lingerie Store | Indian Restaurant | Department Store | Dessert Shop | Clothing Store |
| 27 | Tempo by Martin Berasategui | High | Europea, Española, Apto para vegetarianos, Opc... | 4 | Resort | Mexican Restaurant | Italian Restaurant | Latin American Restaurant | Pool | Beach | Cocktail Bar | Beach Bar | Japanese Restaurant | Mediterranean Restaurant |
| 28 | Ruth's Chris Steak House Cancun | High | Estadounidense, Churrasquería, Apto para veget... | 4 | Mexican Restaurant | Ice Cream Shop | Jewelry Store | Hotel | Seafood Restaurant | Shopping Mall | Boutique | Peruvian Restaurant | Mediterranean Restaurant | Smoke Shop |
| 31 | Rino's Pizza Time | Medium | Italiana, Pizzería, Apto para vegetarianos, Op... | 4 | Italian Restaurant | Breakfast Spot | Health Food Store | Café | Seafood Restaurant | Food Truck | Bar | Supermarket | Comfort Food Restaurant | Coworking Space |
| 34 | Hacienda Sisal | Medium | Mexicana, Latina, Centroamericana, Apto para v... | 4 | Boutique | Mexican Restaurant | Hotel | Ice Cream Shop | Italian Restaurant | Beach | Jewelry Store | Latin American Restaurant | Cosmetics Shop | Comedy Club |
| 36 | Los Caporales | High | Mexicana, Latina, Española, Apto para vegetari... | 4 | Mexican Restaurant | Pool | Beach | Cocktail Bar | Gift Shop | Pub | Resort | Café | Brazilian Restaurant | Boarding House |
| 44 | Manglar Buffet Restaurant | Medium | Apto para vegetarianos, Opciones veganas, Opci... | 4 | Pool | Resort | Mexican Restaurant | Cocktail Bar | Gift Shop | Pub | Café | Brazilian Restaurant | Boarding House | Sushi Restaurant |
| 51 | Bugambillas | Medium | Mexicana, Apto para vegetarianos, Opciones veg... | 4 | Hotel Bar | Beach | Resort | Pool | Pool Hall | Nightclub | Café | Scenic Lookout | Bus Station | Seafood Restaurant |
| 53 | Gustino | High | Italiana, Apto para vegetarianos, Opciones veg... | 4 | Beach | Resort | Spa | Seafood Restaurant | Mexican Restaurant | Mediterranean Restaurant | Japanese Restaurant | Hotel Bar | Hotel | Steakhouse |
| 54 | Marinero's | Medium | Bar, Mariscos, Apto para vegetarianos, Opcione... | 4 | Nightclub | Beach | Bar | Mexican Restaurant | Ice Cream Shop | Japanese Restaurant | American Restaurant | Wings Joint | Seafood Restaurant | Sandwich Place |
| 59 | Da Vinci | High | Europea, Italiana, Apto para vegetarianos | 4 | Beach | Resort | Seafood Restaurant | Mexican Restaurant | Italian Restaurant | Bar | Lounge | Event Space | Surf Spot | Tapas Restaurant |
| 60 | Pizzeria La Pizarra | Medium | Italiana, Bar, Pizzeria, Apto para vegetariano... | 4 | Harbor / Marina | Shoe Store | Yoga Studio | Donut Shop | Food Court | Food | Fishing Store | Fast Food Restaurant | Event Space | Electronics Store |
| 61 | La Habichuela Centro | High | Mexicana, Caribeña, Mariscos, Internacional, A... | 4 | Mexican Restaurant | Italian Restaurant | Vegetarian / Vegan Restaurant | Taco Place | Seafood Restaurant | Plaza | Caribbean Restaurant | French Restaurant | Sports Bar | Beer Garden |
| 62 | El Conquistador | High | Internacional, Apto para vegetarianos, Opcione... | 4 | Resort | Beach | Mexican Restaurant | Seafood Restaurant | Italian Restaurant | Food Court | Spa | Caribbean Restaurant | Steakhouse | Surf Spot |
| 66 | The Surfin Burrito | low | Mexicana, Caribeña, Latina, Comida rápida, Cen... | 4 | Nightclub | Beach | Bar | Mexican Restaurant | American Restaurant | Resort | Residential Building (Apartment / Condo) | Clothing Store | Surf Spot | Shopping Mall |
| 71 | Hidden Garden | High | Asiática, Tailandesa, Opciones veganas | 4 | Beach | Boutique | Seafood Restaurant | Argentinian Restaurant | Shopping Mall | Pool | Cosmetics Shop | Liquor Store | Men's Store | Mexican Restaurant |
| 74 | Pelicanos | Medium | Caribeña, Mariscos, Apto para vegetarianos, Op... | 4 | Italian Restaurant | Steakhouse | Hotel Pool | Seafood Restaurant | Café | Resort | Beach | Diner | Spa | Pool Hall |
| 83 | La Gondola - Sunrise | High | Italiana, Apto para vegetarianos, Opciones veg... | 4 | Hotel Bar | Beach | Resort | Pool | Pool Hall | Nightclub | Café | Scenic Lookout | Bus Station | Seafood Restaurant |
| 84 | Thai | High | Tailandesa, Apto para vegetarianos, Opciones v... | 4 | Cosmetics Shop | Accessories Store | Argentinian Restaurant | Shopping Mall | Boutique | Jewelry Store | Department Store | Dessert Shop | Coffee Shop | Pool |
| 88 | El Galeon del Caribe | low | Mexicana, Caribeña, Latina, Mariscos | 4 | Beach | Hotel | Resort | Seafood Restaurant | Burger Joint | Mediterranean Restaurant | Middle Eastern Restaurant | Molecular Gastronomy Restaurant | Spa | Caribbean Restaurant |
| 91 | Xkat-ik | Medium | Mexicana, Latina, Mariscos, Apto para vegetari... | 4 | Beach | Resort | Mexican Restaurant | Italian Restaurant | Seafood Restaurant | Hotel | Taco Place | Lounge | Brazilian Restaurant | Convenience Store |
| 93 | Tequila Grill | Medium | Mexicana, Latina, Apto para vegetarianos, Opci... | 4 | Mexican Restaurant | Shopping Mall | Jewelry Store | Beach | Hotel | Seafood Restaurant | Ice Cream Shop | Spa | Peruvian Restaurant | Smoke Shop |
| 97 | Hanaichi | Medium | Japonesa, Sushi, Asiática, Apto para vegetaria... | 4 | Beach | Nightclub | Japanese Restaurant | Hotel | Ice Cream Shop | Bar | Seafood Restaurant | Bus Station | Spa | Sandwich Place |



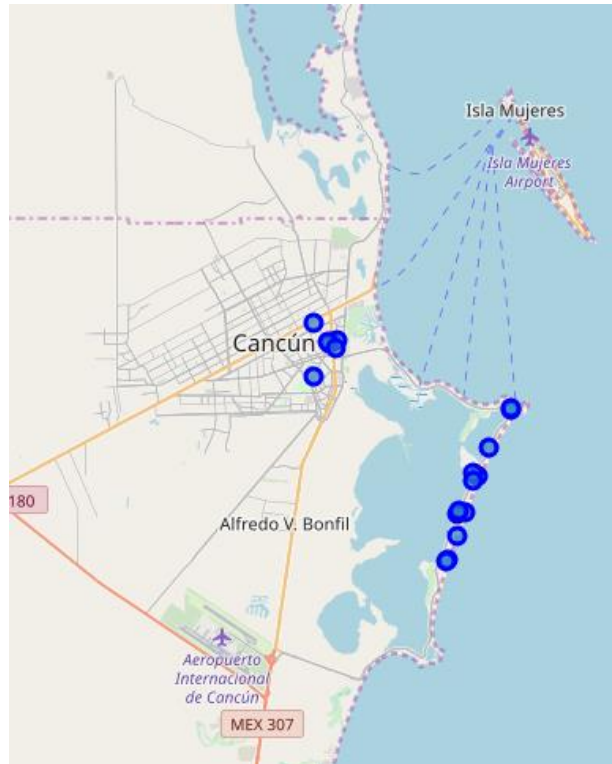
f. Cluster 5 Table and Map.

| | Restaurant | Price_Rglv | Category | Cluster Labels | 1st Most Common Venue | 2nd Most Common Venue | 3rd Most Common Venue | 4th Most Common Venue | 5th Most Common Venue | 6th Most Common Venue | 7th Most Common Venue | 8th Most Common Venue | 9th Most Common Venue | 10th Most Common Venue |
|----|-------------------------|------------|---|----------------|---------------------------|-----------------------|-----------------------|---------------------------|-----------------------|-----------------------|-----------------------|---------------------------|-----------------------|--|
| 10 | Peter's Restaurante | Medium | Europea, Internacional, Apto para vegetarianos... | 5 | Italian Restaurant | Breakfast Spot | Seafood Restaurant | Bar | Health Food Store | Road | Food Truck | French Restaurant | Monument / Landmark | Café |
| 15 | La Dolce Vita centro | Medium | Italiana, Europea, Apto para vegetarianos, Opc... | 5 | Italian Restaurant | Food Truck | Breakfast Spot | Café | Monument / Landmark | Bar | Health Food Store | Brazilian Restaurant | Road | Spa |
| 47 | Lorenzillo's Restaurant | High | Mariscos, Sopas, Apto para vegetarianos, Opcio... | 5 | Italian Restaurant | Seafood Restaurant | Asian Restaurant | Hotel | Hotel Pool | Steakhouse | Café | Beach | Mexican Restaurant | Gastropub |
| 48 | Cenacolo Puerto Cancun | Medium | Italiana, Europea, Apto para vegetarianos, Opc... | 5 | Clothing Store | Movie Theater | Coffee Shop | Ice Cream Shop | Jewelry Store | Nightclub | Electronics Store | Road | Food Court | Boutique |
| 49 | Cambalache Cancun | High | Churrasquería, Argentina, Sudamericana, Intern... | 5 | Cosmetics Shop | Accessories Store | Shopping Mall | Beach | Dessert Shop | Resort | Boutique | Lingerie Store | Sporting Goods Shop | Jewelry Store |
| 73 | Restaurante Fuego | High | Peruana, Apto para vegetarianos, Opciones sin ... | 5 | Resort | Mexican Restaurant | Beach | Latin American Restaurant | Pool | Italian Restaurant | Tapas Restaurant | Food | Spa | Japanese Restaurant |
| 80 | La Capilla | Medium | Estadounidense, Churrasquería, Argentina, Apto... | 5 | Latin American Restaurant | Resort | Hotel | Italian Restaurant | Mexican Restaurant | Seafood Restaurant | Beach | Hotel Bar | Beach Bar | Japanese Restaurant |
| 82 | Taco y Tequila Cancun | Medium | Mexicana, Apto para vegetarianos, Opciones veg... | 5 | Cosmetics Shop | Accessories Store | Ice Cream Shop | Shopping Mall | Coffee Shop | Burger Joint | Boutique | Lingerie Store | Perfume Shop | Sporting Goods Shop |
| 87 | Casa Rolandi | High | Italiana, Suiza, Mariscos | 5 | Italian Restaurant | Beach | Mexican Restaurant | Gym / Fitness Center | Surf Spot | Breakfast Spot | Boutique | Latin American Restaurant | Boat or Ferry | Spa |
| 94 | La Destileria Cancun | Medium | Mexicana, Latina, Apto para vegetarianos, Opci... | 5 | Shopping Mall | Ice Cream Shop | Seafood Restaurant | Mexican Restaurant | Jewelry Store | Beach | Smoke Shop | Boutique | Resort | Residential Building (Apartment / Condo) |



g. Cluster 6 Table and Map.

| | Restaurant | Price_Rglv | Category | Cluster Labels | 1st Most Common Venue | 2nd Most Common Venue | 3rd Most Common Venue | 4th Most Common Venue | 5th Most Common Venue | 6th Most Common Venue | 7th Most Common Venue | 8th Most Common Venue | 9th Most Common Venue | 10th Most Common Venue |
|----|-------------------------|------------|--|----------------|-----------------------|--------------------------|---------------------------|-------------------------------|-----------------------|-----------------------|--|---------------------------|-------------------------------|---------------------------------|
| 7 | Restaurante Condimento | Medium | Internacional, Mexicana, Japonesa, Mediterránea... | 6 | Resort | Beach | Mexican Restaurant | Seafood Restaurant | Italian Restaurant | Taco Place | Bar | Caribbean Restaurant | Pool | Surf Spot |
| 11 | El Rinconcito de Puebla | low | Mexicana, Cervecería, Bar | 6 | Mexican Restaurant | Seafood Restaurant | Hostel | Italian Restaurant | Breakfast Spot | Pizza Place | Bar | Burrito Place | Middle Eastern Restaurant | Beer Garden |
| 13 | Bacoli Trattoria | Medium | Italiana, Pizzeria, Europea, Apto para vegetar... | 6 | Resort | Beach | Mexican Restaurant | Seafood Restaurant | Italian Restaurant | Bar | Lounge | Caribbean Restaurant | Surf Spot | Tapas Restaurant |
| 18 | Fantino | High | Europea, Apto para vegetarianos, Opciones vega... | 6 | Beach | Mediterranean Restaurant | Resort | Mexican Restaurant | Japanese Restaurant | Hotel Bar | Seafood Restaurant | Spa | Café | Caribbean Restaurant |
| 25 | Bubba Gump Shrimp Co | Medium | Estadounidense, Bar, Mariscos, Apto para veget... | 6 | Italian Restaurant | Seafood Restaurant | Resort | Café | Hotel Pool | Steakhouse | Beach | Gastropub | Lounge | Molecular Gastronomy Restaurant |
| 35 | Portirio's Cancun | High | Mexicana, Latina, Contemporánea, Apto para veg... | 6 | Beach | Mediterranean Restaurant | Resort | Mexican Restaurant | Hotel | Japanese Restaurant | Hotel Bar | Seafood Restaurant | Spa | Molecular Gastronomy Restaurant |
| 40 | Loncheria El Pocito | low | Mexicana | 6 | Mexican Restaurant | Taco Place | Electronics Store | Pizza Place | Motel | Food Truck | Seafood Restaurant | Dessert Shop | Paper / Office Supplies Store | Convenience Store |
| 41 | Mextreme | Medium | Mexicana, Latina, Bar | 6 | Nightclub | Bar | Beach | Mexican Restaurant | American Restaurant | Japanese Restaurant | Ice Cream Shop | Resort | Clothing Store | Sandwich Place |
| 42 | Puerto Madero Cancun | High | Argentina, Latina, Mariscos, Parrilla, Contemp... | 6 | Beach | Mediterranean Restaurant | Resort | Mexican Restaurant | Japanese Restaurant | Hotel Bar | Seafood Restaurant | Spa | Caribbean Restaurant | Steakhouse |
| 43 | Siete | Medium | Latina, Mexicana, Española, Apto para vegetari... | 6 | Boutique | Beach | Pool | Argentinian Restaurant | Seafood Restaurant | Shopping Mall | Tapas Restaurant | Jewelry Store | Mexican Restaurant | Burger Joint |
| 50 | Gory Tacos | low | Mexicana, Latina, Apto para vegetarianos, Opci... | 6 | Mexican Restaurant | Seafood Restaurant | Hostel | Italian Restaurant | Breakfast Spot | Pizza Place | Bar | Burrito Place | Middle Eastern Restaurant | Beer Garden |
| 68 | Restaurant Mole | Medium | Mexicana, Latina, Apto para vegetarianos, Opci... | 6 | Resort | Mexican Restaurant | Latin American Restaurant | Pool | Beach | Beach Bar | Other Great Outdoors | Cocktail Bar | Nightclub | Caribbean Restaurant |
| 75 | Elefanta Indian Cuisine | Medium | De la India, Asiática, Apto para vegetarianos, ... | 6 | Cosmetics Shop | Accessories Store | Argentinian Restaurant | Shopping Mall | Boutique | Indian Restaurant | Jewelry Store | Liquor Store | Men's Store | Ice Cream Shop |
| 76 | El Oasis Mariscos | Medium | Caribeña, Latina, Mariscos, Mexicana, Internac... | 6 | Mexican Restaurant | Seafood Restaurant | Gym / Fitness Center | Juice Bar | Football Stadium | Italian Restaurant | Performing Arts Venue | Churrascaria | Salad Place | Sandwich Place |
| 85 | El Pescado Ciego | Medium | Mariscos, Opciones sin gluten | 6 | Mexican Restaurant | Breakfast Spot | Seafood Restaurant | Taco Place | Japanese Restaurant | Italian Restaurant | French Restaurant | Cocktail Bar | Health & Beauty Service | Café |
| 90 | Labna | Medium | Mexicana, Latina, Española, Apto para vegetari... | 6 | Mexican Restaurant | Taco Place | Seafood Restaurant | Vegetarian / Vegan Restaurant | Italian Restaurant | Pizza Place | Burrito Place | Middle Eastern Restaurant | Bistro | Beer Garden |
| 92 | Casa Tequila | Medium | Mexicana, Latina, Apto para vegetarianos, Opci... | 6 | Beach | Nightclub | Bar | Ice Cream Shop | Japanese Restaurant | Resort | Big Box Store | Café | Spa | Seafood Restaurant |
| 95 | Luum Cocina Creativa | Medium | Mexicana, Internacional, Contemporánea, Apto p... | 6 | Italian Restaurant | Breakfast Spot | Seafood Restaurant | Taco Place | Mexican Restaurant | French Restaurant | Cosmetics Shop | Coffee Shop | Cocktail Bar | Health Food Store |
| 98 | El Fish Fritanga | Medium | Mexicana, Caribeña, Mariscos, Sopas, Apto para... | 6 | Beach | Boutique | Argentinian Restaurant | Seafood Restaurant | Mexican Restaurant | Shopping Mall | Residential Building (Apartment / Condo) | Liquor Store | Burger Joint | Smoke Shop |



8. References

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9. Special thanks

English review: Daniela Mendoza Flores

10. More information

Check my GitHub repository if you are more interested in the used code and data sets.

https://github.com/EmmanuelRTM/IBM_Capstone_project