"Cafebrería" placement in México

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1.Introduction

1.1 Background

In Mexico there are plenty of problems, and one of them is the reading problem. Although more people grabs a book and reads there are few places designed to do it in a relaxed environment. A coffee shop is always a good place to sit and do any kind of work, but growing concepts are competing in the market, so there's an attractive concept growing in Mexico called "cafebrerías".

1.2 Definition

A "cafebrería" comes from the words *cafetería* and *librería* in Spanish, in english are coffee shop, and library respectively. In Mexico the biggest place of this kind is called "El péndulo", and it describes the place as an open and luminous architecture with small coffee tables, living rooms and music creating a nice environment.

Through the years the concept also adapted the place to accept artistic and cultural manifestations like cinematographic, photographic, or musical. At the same time, the concept maintains a complete offer of books making a great place to select and read while enjoying a coffee or food in the great place.

1.3 Problem

The concept is new, and there are few movements replicating the system. The few places are far away for some population.

1.4 Interest

Finding the best locations to attract clients. Replicating not only the concept, but the strategy followed in Mexico City for other cities; this includes the city hall where

they replicate the system more, the different competitors and the distance between locations.

2.Data

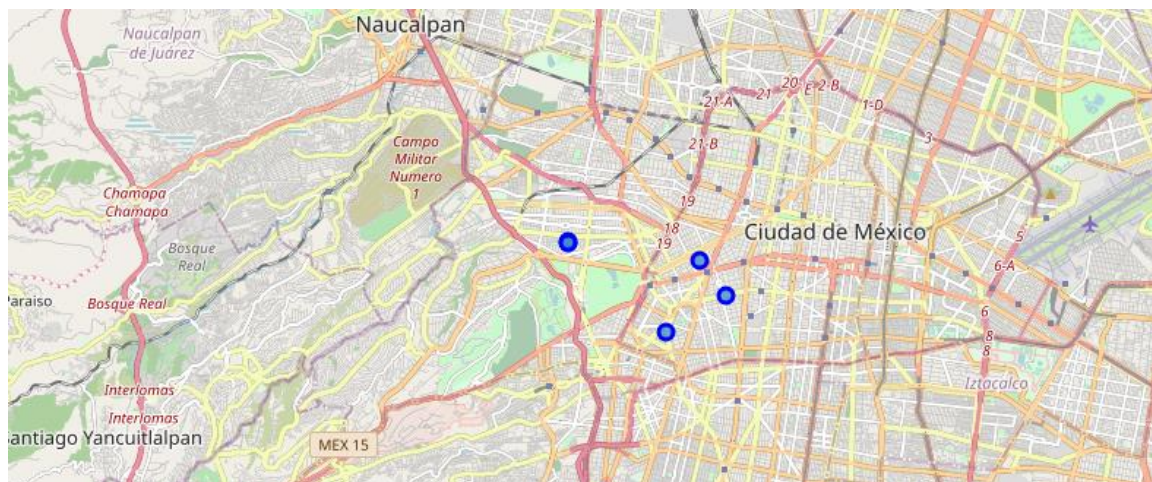### 2.1 Data Sources

Data used:

- Foursquare location data: to find the best position for the place.

2.2 Data Cleaning

First, from forsquare I imported all the data from *cafebrerías* in Mexico City. Where I obtained the base data frame.

After getting the data frame I took out the columns that gave no information. Then, took out the places out of the city that were included. And finally filter the ones in the *Alcaldía* that has the most places set.

Address	Alcaldia	country	Street	Full Address	location.lat	location.lng	location.postalCode	location.state	name
Alejandro Dumas 81	Ciudad de México	México	NaN	[Alejandro Dumas 81, 11560 Ciudad de México, D...	19.430433	-99.195950	11560	Distrito Federal	Cafebrería El Péndulo
Alejandro Dumas 81	Ciudad de México	México	NaN	[Alejandro Dumas 81, 11560 Ciudad de México, D...	19.430140	-99.195980	11560	Distrito Federal	Cafebrería el Péndulo
Cerro de las Torres #6 local I Col. Campestre ...	Ciudad de México	México	Tlalpan	[Cerro de las Torres #6 local I Col. Campestre...	19.340980	-99.143157	04200	Distrito Federal	El Exilio: Cafebrería
Centro Santa Fe	Ciudad de México	México	Vasco de Quiroga 3800	[Centro Santa Fe (Vasco de Quiroga 3800), 0614...	19.360804	-99.274413	06140	Distrito Federal	El Péndulo
Álvaro Obregón 86	Cuauhtemoc	México	Córdoba	[Álvaro Obregón 86 (Córdoba), 06700 Cuauhtemoc...	19.418386	-99.158744	06700	Distrito Federal	Cafebrería El Péndulo
Hamburgo, 126	Cuauhtemoc	México	Amberes	[Hamburgo, 126 (Amberes), 06600 Cuauhtémoc, Di...	19.426029	-99.165032	06600	Distrito Federal	Cafebrería El Péndulo
Nuevo León 115	Cuauhtemoc	México	NaN	[Nuevo León 115, 06700 Cuauhtémoc, Distrito Fe...	19.410419	-99.172883	06700	Distrito Federal	Cafebrería El Péndulo

3.Results

The *Alcaldía* that has more *cafebrerías* is Cuauhtemoc with four.

Also there are 20 places like that in all the city.

4.Conclusion

- **First conclusion**

The "Alcaldia" with the most "cafebrerias" is Cuauhtemoc.

- **Second conclusion**

According to the Mexicos city report, that *alcaldia* has the most restaurants in the city, libraries, and buildings of departments. But more than all, is not quite far or next to the city center.

5.Bibliography

El péndulo. (2020). *Cafebrería el Péndulo*. Obtenido de https://pendulo.com/especial/quienes-somos