"CAFEBRERÍA" PLACEMENT IN MÉXICO

Background

- In Mexico there are plenty of problems, and one of them is the reading problem.
- 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".

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.

Problem

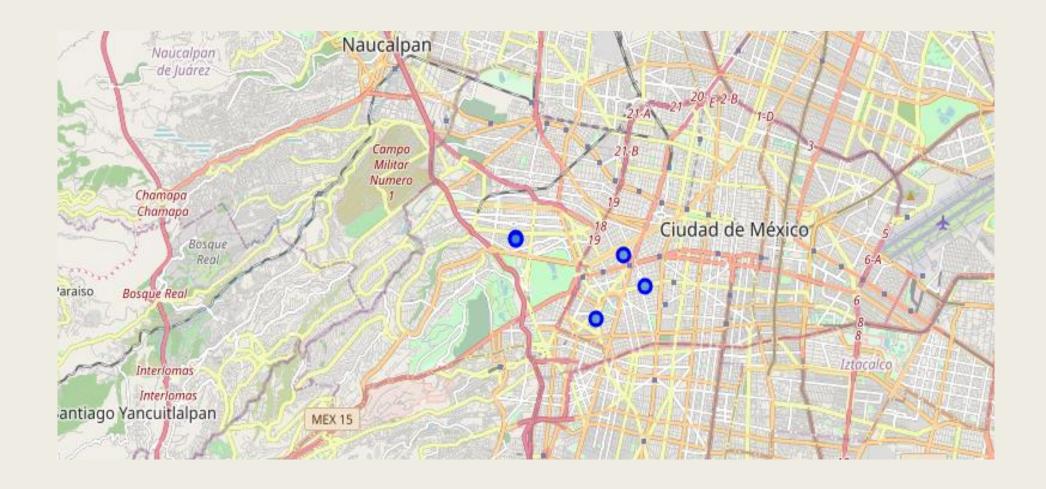
■ The concept is new, and there are few movements replicating the system. The few places are far away for some population.

Data Sources

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

Data Cleaning

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



Conclusion

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

