

BEST NEIGHBORHOOD IN MAZATLAN FOR A BUTCHER SHOP

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Introduction

- Mazatlan is a coastal city in Sinaloa Mexico in which seafood is mainly consumed, but which has begun to have a demographic and cultural growth, in which the consumption of meat in BBQs has increased, and the demand for better quality cut increases equally.
- The client wants to take advantage of this demand and open a butcher shop with fine cuts and better quality of exported meat. The client wants to see which are the best neighborhoods in which he can open his store and that have a greater demand for these products since the preference for Seafood for even greater in most of the city.

Data acquisition and cleaning

This project will rely on public data from internet and Foursquare. for this project we download the information of Postal code from Mazatlan, Mexico in total 83 rows and 3 columns.

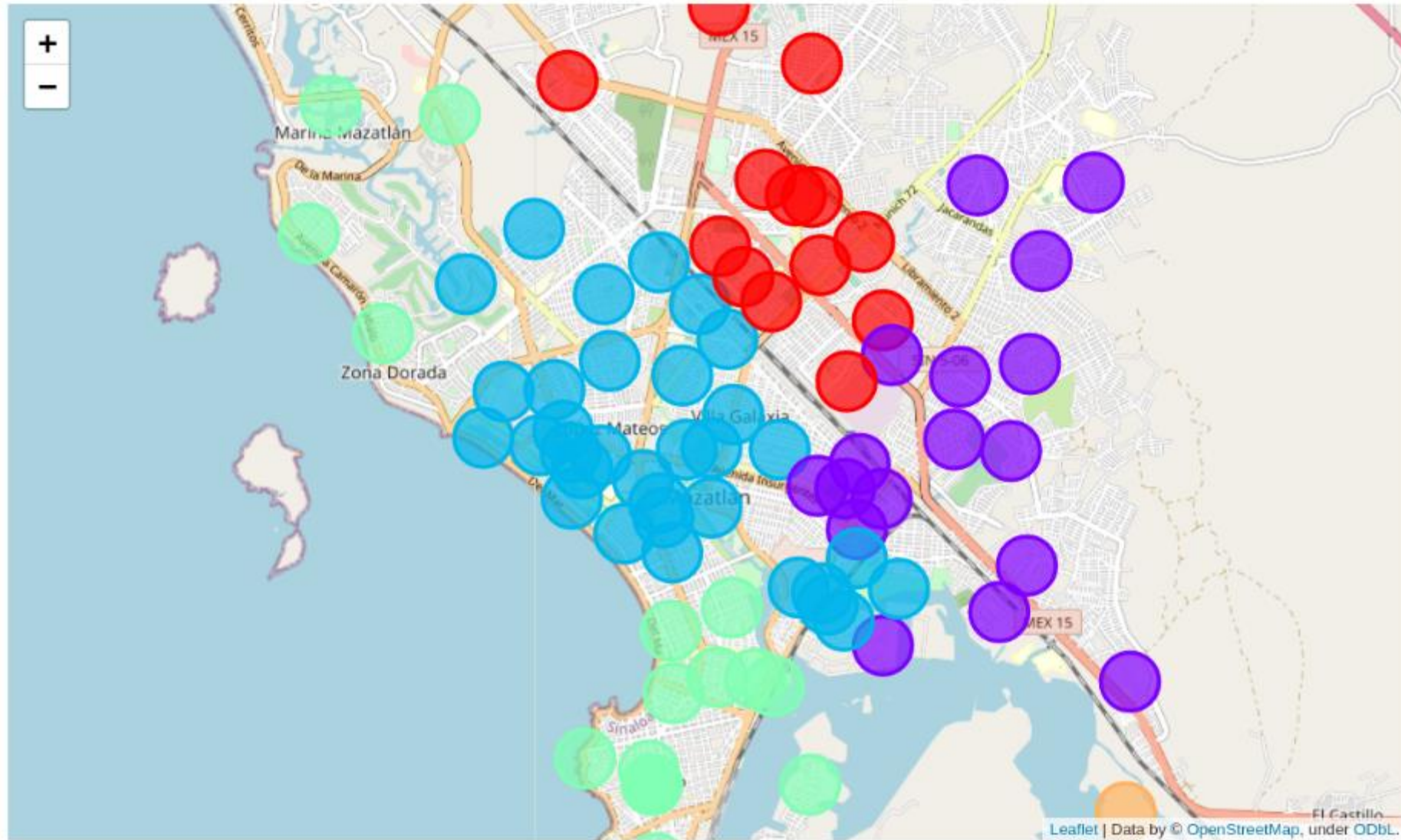
We also get the geo position of the neighborhoods.

Get all the information of the restaurants that are in those areas.

Neighborhood cluster

Cluster all the neighborhoods in 5 with all the restaurants that are in those areas.

	Postcode	Borough	Neighborhood	Latitude	Longitude	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
0	82000	Mazatlan	Balcones de Loma Linda, Centro, Los Pinos	23.201530	-106.422208	3	Seafood Restaurant	Taco Place	Restaurant	Historic Site	Beach	Mexican Restaurant	Boat or Ferry
1	82007	Mazatlan	Loma Linda	23.202910	-106.429739	3	Seafood Restaurant	Beach	Mexican Restaurant	Historic Site	Restaurant	Taco Place	Scenic Lookout
2	82010	Mazatlan	Campo Bello, Estero, Independencia, Juan Carra...	23.219220	-106.412326	3	Seafood Restaurant	Taco Place	Mexican Restaurant	Convenience Store	Pizza Place	Beach	Hotel
3	82013	Mazatlan	Ferrocarrilera	23.216662	-106.419500	3	Seafood Restaurant	Mexican Restaurant	Taco Place	Beach	Historic Site	Pizza Place	Hotel
4	82014	Mazatlan	San Angel	23.225210	-106.419385	2	Seafood Restaurant	Taco Place	Burger Joint	Beach	Convenience Store	Mexican Restaurant	Sushi Restaurant



Cluster 1

	Borough	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
4	Mazatlan	0	Seafood Restaurant	Taco Place	Burger Joint	Mexican Restaurant	Convenience Store	Beach	Pizza Place	Juice Bar	Sushi Restaurant	Restaurant
6	Mazatlan	0	Seafood Restaurant	Taco Place	Mexican Restaurant	Burger Joint	Beach	Sushi Restaurant	Pizza Place	Hotel	Flea Market	Juice Bar
7	Mazatlan	0	Seafood Restaurant	Taco Place	Mexican Restaurant	Burger Joint	Beach	Sushi Restaurant	Pizza Place	Hotel	Juice Bar	Restaurant
8	Mazatlan	0	Seafood Restaurant	Taco Place	Mexican Restaurant	Burger Joint	Sushi Restaurant	Pizza Place	Restaurant	Coffee Shop	Beach	Convenience Store
9	Mazatlan	0	Seafood Restaurant	Taco Place	Mexican Restaurant	Sushi Restaurant	Restaurant	Burger Joint	Fast Food Restaurant	Pizza Place	Beach	Steakhouse
10	Mazatlan	0	Seafood Restaurant	Taco Place	Mexican Restaurant	Convenience Store	Pizza Place	Burger Joint	Hotel	Flea Market	Juice Bar	Sushi Restaurant

Cluster 2

	Borough	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
23	Mazatlan	1	Taco Place	Bakery	BBQ Joint	Pizza Place	Golf Course	Soccer Field	Sushi Restaurant	Big Box Store	Auto Garage	Athletics & Sports
24	Mazatlan	1	Convenience Store	Taco Place	Golf Course	Hotel	Big Box Store	Flower Shop	Flea Market	Fast Food Restaurant	Electronics Store	Dive Bar
27	Mazatlan	1	Taco Place	Harbor / Marina	Brewery	Convenience Store	Motel	Hotel	Comfort Food Restaurant	Coffee Shop	Creperie	Cuban Restaurant
43	Mazatlan	1	Convenience Store	Taco Place	Pizza Place	Mexican Restaurant	Bakery	Sushi Restaurant	Shipping Store	Shop & Service	Juice Bar	Movie Theater
47	Mazatlan	1	Convenience Store	Taco Place	Mexican Restaurant	Bakery	Baseball Field	Shop & Service	Seafood Restaurant	Soccer Field	Pizza Place	Juice Bar

Cluster 3

	Borough	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	Mazatlan	2	Seafood Restaurant	Taco Place	Restaurant	Mexican Restaurant	Historic Site	Beach	Scenic Lookout	Ice Cream Shop	Harbor / Marina	Café
1	Mazatlan	2	Seafood Restaurant	Restaurant	Mexican Restaurant	Beach	Historic Site	Taco Place	Scenic Lookout	Ice Cream Shop	Plaza	Sandwich Place
2	Mazatlan	2	Seafood Restaurant	Taco Place	Mexican Restaurant	Convenience Store	Beach	Pizza Place	Hotel	Sushi Restaurant	Candy Store	Pharmacy
3	Mazatlan	2	Seafood Restaurant	Mexican Restaurant	Taco Place	Beach	Historic Site	Hotel	Pizza Place	Restaurant	Convenience Store	Sushi Restaurant
5	Mazatlan	2	Seafood Restaurant	Taco Place	Restaurant	Beach	Mexican Restaurant	Historic Site	Scenic Lookout	Ice Cream Shop	Bakery	Sandwich Place

Cluster 4

	Borough	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
20	Mazatlan	3	Taco Place	Flea Market	Big Box Store	Convenience Store	Market	Golf Course	Diner	Flower Shop	Fast Food Restaurant	Electronics Store
21	Mazatlan	3	Taco Place	Seafood Restaurant	Flea Market	Market	Bakery	Mexican Restaurant	Big Box Store	Burger Joint	Juice Bar	Mobile Phone Shop
22	Mazatlan	3	Taco Place	Seafood Restaurant	Flea Market	Convenience Store	Bakery	Big Box Store	Hotel	Park	Market	Golf Course
26	Mazatlan	3	Golf Course	Taco Place	Big Box Store	Brewery	Flea Market	Fast Food Restaurant	Electronics Store	Dive Bar	Diner	Wings Joint
71	Mazatlan	3	Taco Place	Convenience Store	Burger Joint	Flea Market	Seafood Restaurant	Hotel	Market	Restaurant	Multiplex	Ice Cream Shop

Cluster 5

	Borough	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
25	Mazatlan	4	Boat or Ferry	Sushi Restaurant	Harbor / Marina	Convenience Store	Motel	Food	Flower Shop	Flea Market	Fast Food Restaurant	Electronics Store

Conclusion and future directions

We can see that Seafood and Taco place are the most populars places in most of the neighborhood

We can see that neighborhood 1 and 2 are the ones that betwene their most commons have a Steakhouse or a BBQs which means that in this areas are more populars this meals and could be the main options for the Butcher shop.

Neighborhoods 1 and 2 were selected because in these the Steakhouses and BBQs are more popular and it is the kind of clients and areas we are looking for where they prefer these foods, it is also important to complement this analysis with data from another platform such as Uber eats to verify that these products are purchased more in these neighborhoods.