

Coursera Capstone Project. The Battle of Neighborhoods

New Restaurant in Querétaro, México

1. Introduction

Querétaro is a fastly growing city in México. Every year, thousands of new residents move in because its fast economical growing rate, rise in cultural events, and the projection to become a cosmopolitan city. This represents a perfect opportunity to new businesses to take advantage and grow importantly.

The culinary industry offers a great opportunity to invest, due to its importance and constant demand. Because of this, the purpose of this report is to show the best options to invest, creating a new restaurant in Querétaro. It will help answer which type of restaurant has the best prospects and in which area it could be more profitable.

In order to accomplish this goal, we will have to analyze the main areas in Queretaro city, to choose the best area to open a new and original restaurant.

2. Data-Section

We shall use postal codes information to divide the city into "colonies". These data will be obtained from the page: <https://micodigopostal.org/queretaro/queretaro/>. These information will be cleaned to create a data frame that will guide de data analysis. The data frame will contain information about the colony name, its postal code, and its coordinates (latitude and longitude), obtained from geocoder.

We'll use Foursquare location data to obtain the venues information for the main areas of interest. They will be either the areas with fewer restaurants or the less frequent restaurants in the downtown area. Due to the greater proffitability of the downtown area, the main goal will be to determine which type of restaurant could be succesful in this area.

Based on these Foursquare location data we are going to group the neighborhoods in clusters. Based on cluster's characteristics we are going to choose the neighborhood group that satisfies criteria of building a new restaurant, depending on the type of other restaurants nearby.

We will also present some information relating to criminality perception in the city, since people are less likely to attend some zones of the city because of this reason. This data will be obtained from the page: <https://elqueretano.info/subterraneo/zonas-de-riesgo-de-queretaro/>

Finally, We'll use folium library to create the necessary maps in order to improve the data presentation using visual aids for greater clarity for investors.

3. Methodology

After gathering data and built the appropriate dataframe from our sources, we proceeded in data analysis to find the best area & neighborhood to build our restaurant.

Prior to do any analysis, we searched for data about criminality in the city, obtaining a map where few areas were not considered dangerous or with high criminality. The Downtown area, or "centro histórico" is one of these areas, and since it was one of the objective areas to place the restaurant, the analysis focused in this area.

We used Foursquare info to determine the quantity and type of venues in "centro histórico" area. We considered, on the one hand the type of restaurants in the area, and on the second hand, the type of attraction that could bring people to the neighborhood.

We then build a geospatial map to locate the restaurants and their types in this area. and another map to show the main attractions. The decision about what type of restaurant should be placed requires further analysis, but we present some options, with reference to the current data: the existing restaurants, the attractions nearby and other types of food bussinesses wich are not restaurants, but are in the food industry, like hotels, bars, and ice cream shops.

4. Results

Queretaro city is one of the biggest cities in Mexico. In recent years, its industry has developed greatly, and has had an important economic growth, which represents important opportunities to start new businesses.

Queretaro city is conformed by 845 colonies, 111 of them are rural areas and the remaining 734 are urban areas. Out of these urban areas, some of them are "fraccionamientos" or "housing units", which are closed settlements, which are not good option to start a new restaurant, because it would be limited to only the people who live in that area.

If we discard those areas, there are 420 colonies in the city.

Criminality

An important factor to take into consideration to start a new business is criminality. Queretaro ranks eighth in crime incidence per 100,000 inhabitants in Mexico. The next map shows the most dangerous areas in the city, or those with high criminality:

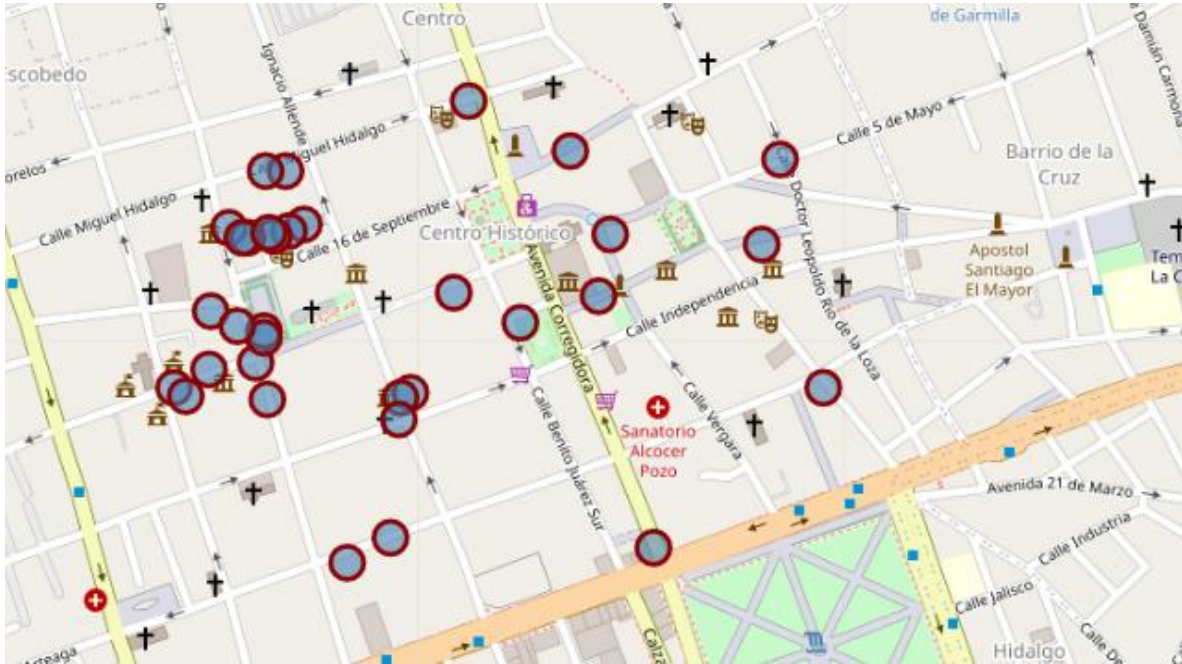


As we can see, all the surroundings of the city are considered dangerous. This is because all the city leisure activity focuses in the downtown, meanwhile, the surroundings are “popular” neighborhoods and industrial areas.

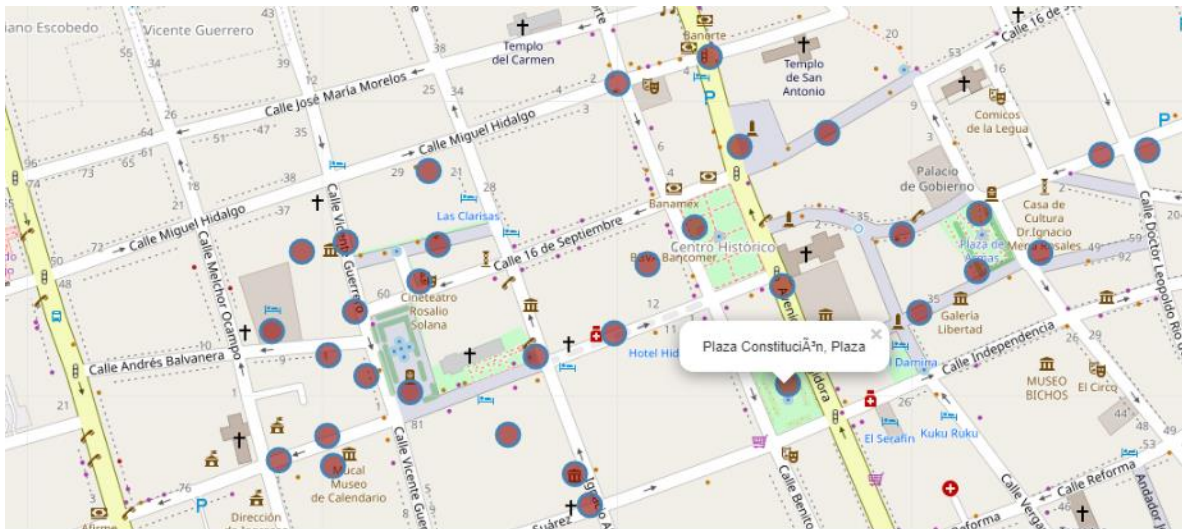
So, since the downtown area (centro histórico) is the best area for entertainment businesses, it is a good idea to focus the analysis in this area.

Looking for all the venues in this area, there are several types of them, including theaters, museums, bars, churches, ice cream shops, cafés, movie theaters, etc. We will focus on the restaurants:

- 6 bars/breweries
- 1 burger restaurant
- 5 cafes
- 1 cajun/creole restaurant,
- 1 french restaurant,
- 2 ice cream shops,
- 3 italian restaurants,
- 8 mexican restaurant,
- 1 balcanic restaurant,
- 1 seafood restaurant,
- 1 speakeasy restaurant,
- 3 taco places.



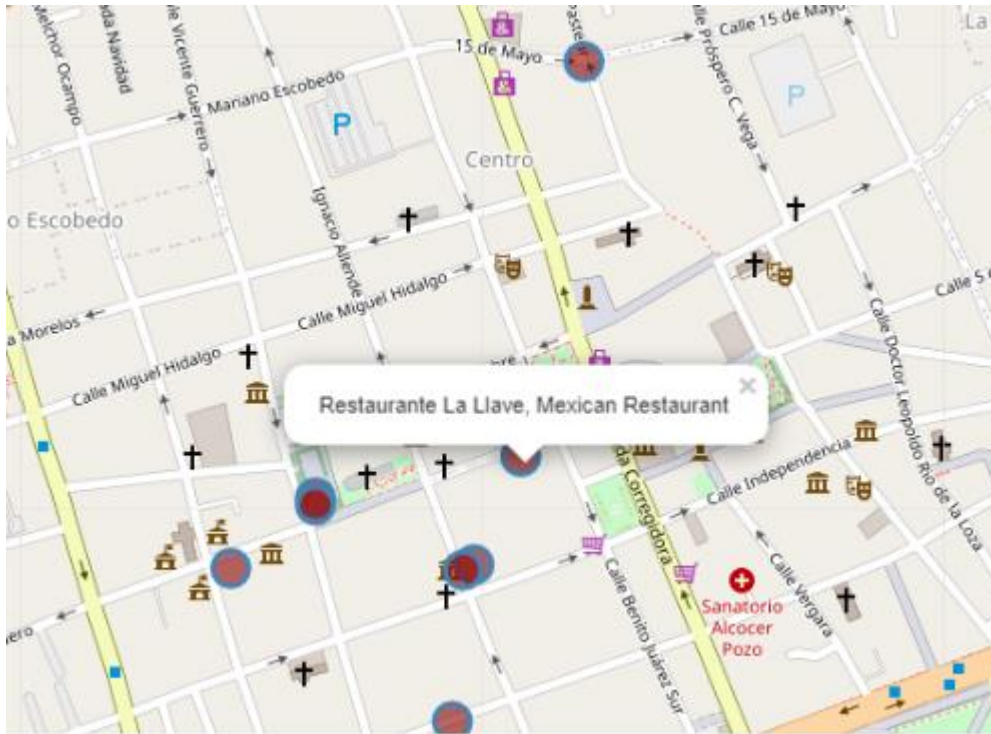
Besides, there are a lot of attractions all over the area, including plazas with constant entertainment events, museums, churches, theaters, movie theaters, and so on. So there will be a lot of potential customer everyday and everyhour



5. Discussion

The downtown area is an excellent area to start a new restaurant, there are a lot of attractions and parks, and they assure a lot of flow of people in the area all the time. So the only question is what kind of restaurant?

A Mexican restaurant is not a good idea, most of restaurants in the area are Mexican, and are widespread all over the area.



European cuisine is also an already seen business, since there are one balcanic, 3 italian and one French cuisine restaurants.

So, the recommendation is to open a different type of cuisine, for instance, Asian cuisine, since it is very popular all around there is not a single restaurant of Asian cuisine in the area, it could be Japanese, Chinese, Thai, Indian, since they are the most recognized in Other Mexican cities.

6. Conclusions

This brief analysis shows as an opportunity area, to make an Asian food restaurant in the donwntown area in Queretaro city. Further analysis is necessary to determine the exact location, according to available rental places, the costs, and the budget of the stakeholders.

Downtown area is a great area due to its low criminality and the high number of attractions, there will always be potential clients, looking for food at all times.