

# Coursera Capstone project

## Data Science

Introduction/Business Problem

Opening new Restaurants in Mexico City

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## Introduction

For many people, visiting restaurants is a great way to relax and enjoy their loving ones during the year and also create new business relationships. For retailers, the central location and the large crowd provides a great distribution channel to market their services. Property developers are also taking advantage of this trend to build more business buildings or malls to cater to the demand. As a result, there are many restaurants in the Mexico City and many more are being built. Opening restaurants allows property developers to earn consistent rental income. Of course, as with any business decision, opening a new business requires serious consideration and is a lot more complicated than it seems. Particularly, the location of the restaurants is one of the most important decisions that will determine whether the mall will be a success or a failure.

## Business Problem

The objective of this capstone project is to analyze and select the best locations in the city of Mexico City, Mexico to open a new restaurant. Using data science methodology and machine learning techniques like clustering, this project aims to provide solutions to answer the business question: In the Mexico City, if a property developer is looking to open a new restaurant, where would you recommend that they open it?

## Target Audience of this project

This project is particularly useful to property developers and investors looking to open or invest in new restaurants in the capital city of Mexico i.e. Mexico City. This project is timely as the city is currently suffering from oversupply of restaurants.