



A new cafeteria in Mexico City

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Introduction

- ▶ Mexico City is a one of the most representative cities in this country, where food, architecture and design are all in one place.
- ▶ Population of 8.855 million in 2015 and an area of 1,485 kilometers squared is one of the densest cities in the world.



Objective

- ▶ Find the best location to open a new cafeteria in Mexico City
- ▶ We will use the Foursquare Api



The Data

- Focus on the municipalities of Benito Juárez, Coyoacán, Cuauhtémoc, Miguel Hidalgo

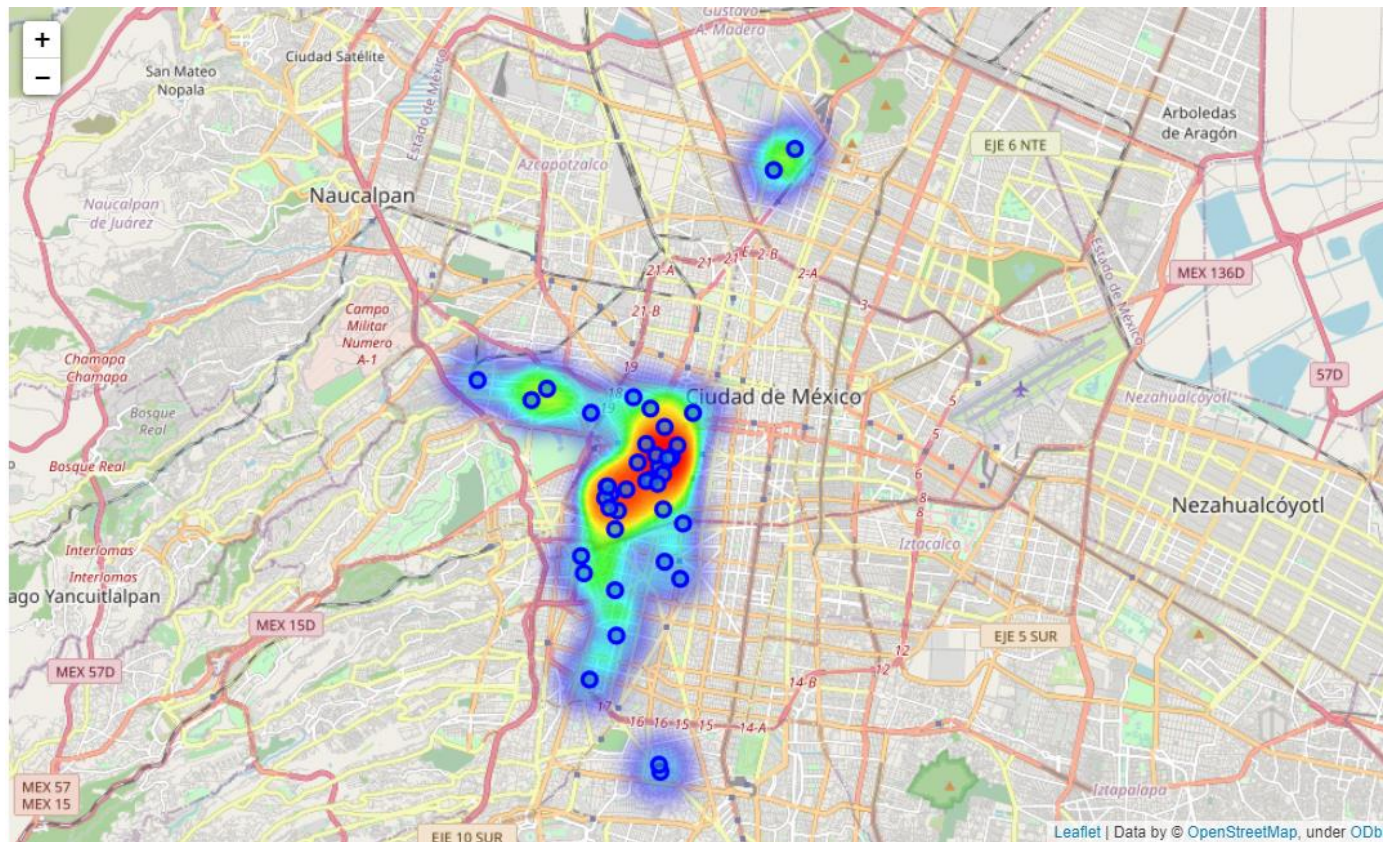
Uid	Name	Shortname	Address	Postal Code	Lat	Lng
540673ad498e44dafcaed029	Casa Tassel	Tea Room	Álvaro Obregón 86	06700	19.418051	-99.158343
51ba6ba9498e9bcd16eee9ec	Cachito Mío Quiches & Tartas	Coffee Shop	Álvaro Obregón 86	06700	19.416528	-99.160931
56d76bac498ecdce6449901f	Tierra Garat	Coffee Shop	Álvaro Obregón 86	06700	19.418890	-99.161417
57f56557498ef66f03d1da46	MARI'S PASTRY shop & taller	Coffee Shop	Álvaro Obregón 86	03020	19.394866	-99.159646

Methodology

- ▶ Once we find and clean the data (usually this is the hardest part in a data science project) we proceed to do an analysis of the information. Given the nature of the problem we would not use any ML algorithm.
- ▶ In this project we need to identify the densest neighborhoods in terms of cafeterias because these ones will be highly competitive. We are looking for places in highly transit streets.
- ▶ For this we plot a heat map of Mexico City with the cafeterias. The code for this methodology can be found in Github1 .

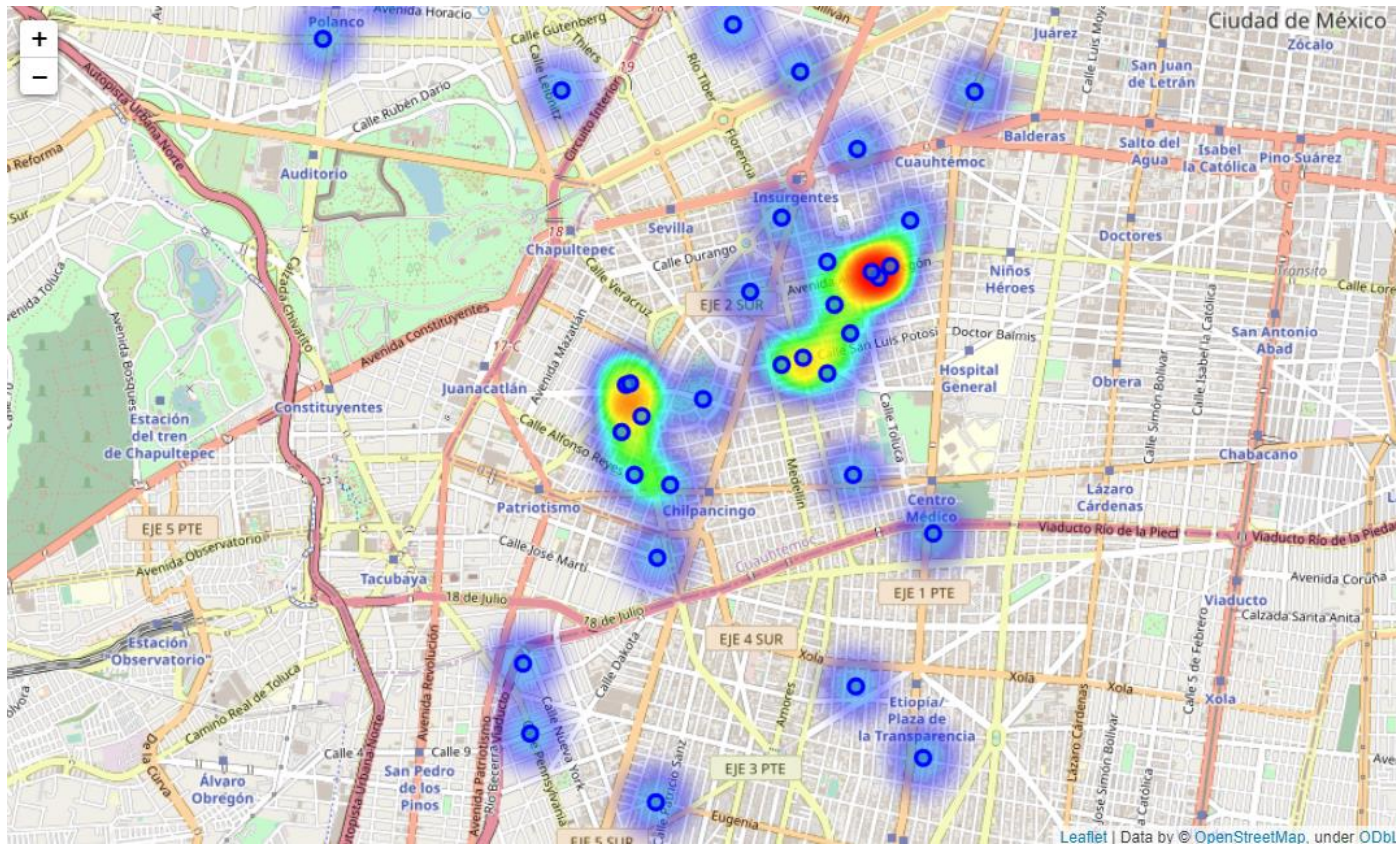
Results

- Heat map of cafeterias in Mexico City



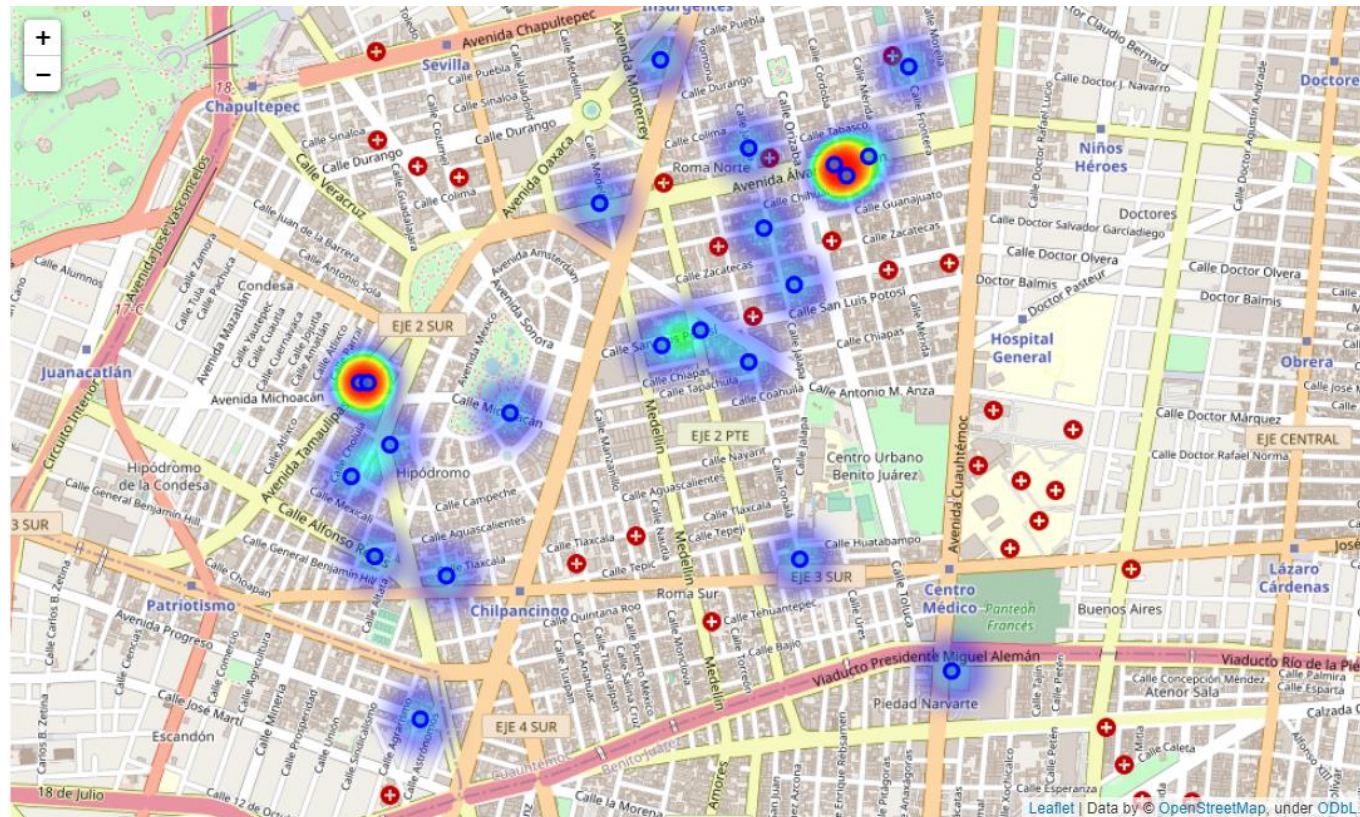
Results

- Zooming in the red zone we have



Results

- Zooming in again.



Conclusions

- ▶ We can see that there are a lot cafeterias in the neighborhood of Roma Norte but we can see that there are some sections of that are practically empty.
- ▶ There is an especially interesting zone between the streets of Tepic and Tapachula and this zone has 2 hospitals near.
- ▶ Hospitals are highly transited places and people and doctors need to stay awake for several hours and coffee is the famous drink to do so. This is why we choose the next location to open the new cafeteria.

Our New Cafe

- Located around Tlaxcala 92, Roma Sur

