Neighborhoods description in Mexico City. Opportunities and risks in choosing a place to run a food and restaurant business in Mexico City

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May 12, 2020

1. Introduction.

México City Abbreviated as CDMX; is the capital City of México and the most populous City in North America. México City is one of the most important cultural and financial centres in the world. It is located in the valley of México, a large Valley in the high plateaus in the center of Mexico, at an altitude of 7350ft (2240 meters). The City has 16 subdivisions, formely known as boroughs and 1812 Neighborhoods.

Like most Latin American countries, social development is uneven and Mexico presents a very marked social inequality that can be seen even within the same district. As a consequence of this fact, criminal events are constant in the city, being an important factor to consider in the analysis of business opportunities.

Within this context, this work tries to solve the next questions: What are the food and restaurant business opportunities in CDMX?; given the risks and opportunities that come with an unequal society, What places offer the right environment to run a restaurant business?. To reach the goal, I will describe the neighborhoods that make up the city using data such as: most common food venues, social vulnerability, development index, population density; and I will yield a map with the classified Neighborhoods to guide me through the process.

This work may be of interest to investors, small merchants, distributors or suppliers in the food business field.

2. Data Description.

I will be using:

- Foursquare: to search for food and restaurants venues

- Goverment data: development index, population density and crime data grouped by neighborhood and for the last case the crime category and number of issues grouped by neighborhood.