



The Battle of the Neighborhoods

PALOMARES CERVANTES, SERGIO

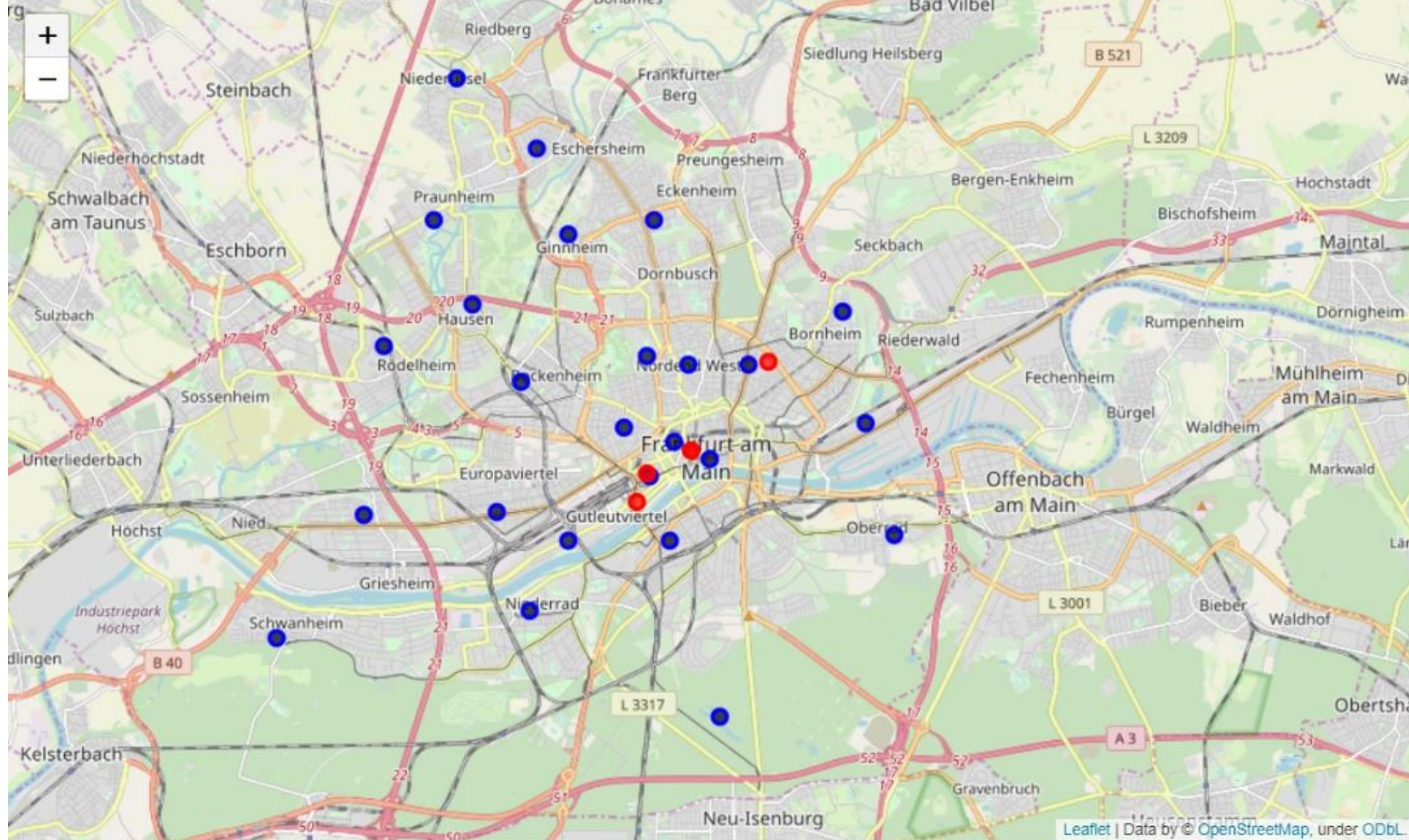
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Mexican Restaurant in Frankfurt am Main

Business Proposal

- Great investment opportunity.
 - Financial center of Europe
 - International Environment
 - Great interest in Mexican cuisine
- Finding the ideal place important.
- Criteria:
 - Existence of other Mexican restaurants
 - Existence of other restaurants
 - Proximity to key areas: Close to metro station, plazas, downtown

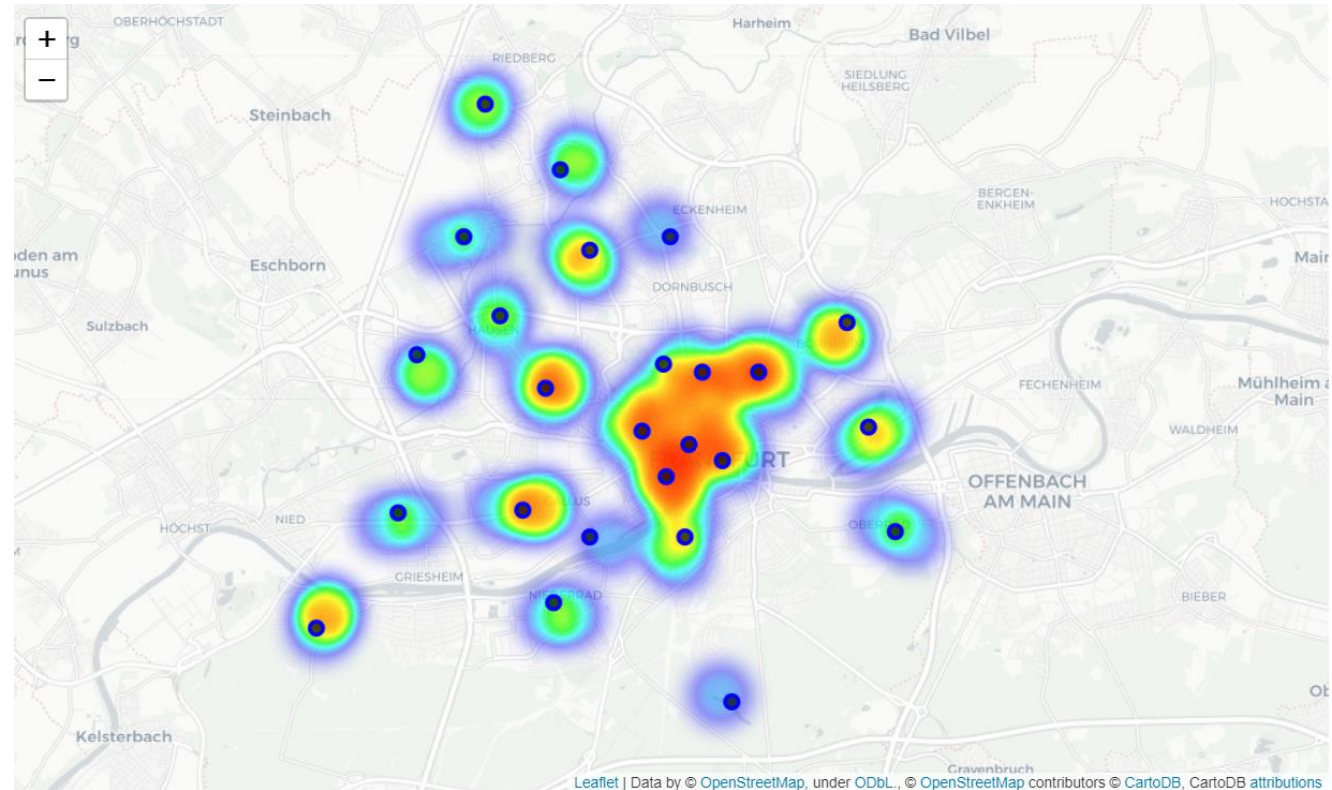


Neighborhoods

Location of neighborhood centers (blue) and Mexican restaurants (red)

Restaurants

- ❑ General restaurant density location.
- ❑ Sparse in many areas.
- ❑ Density increases in the downtown area.
- ❑ Relative low existence of Mexican Restaurants.



Venues of Interest

The places of interest will be defined by such venues identified by Foursquare as places where there are normally large crowds and/or places with a lot of people transiting such as:

Bus Stop

Metro Station

Hotel

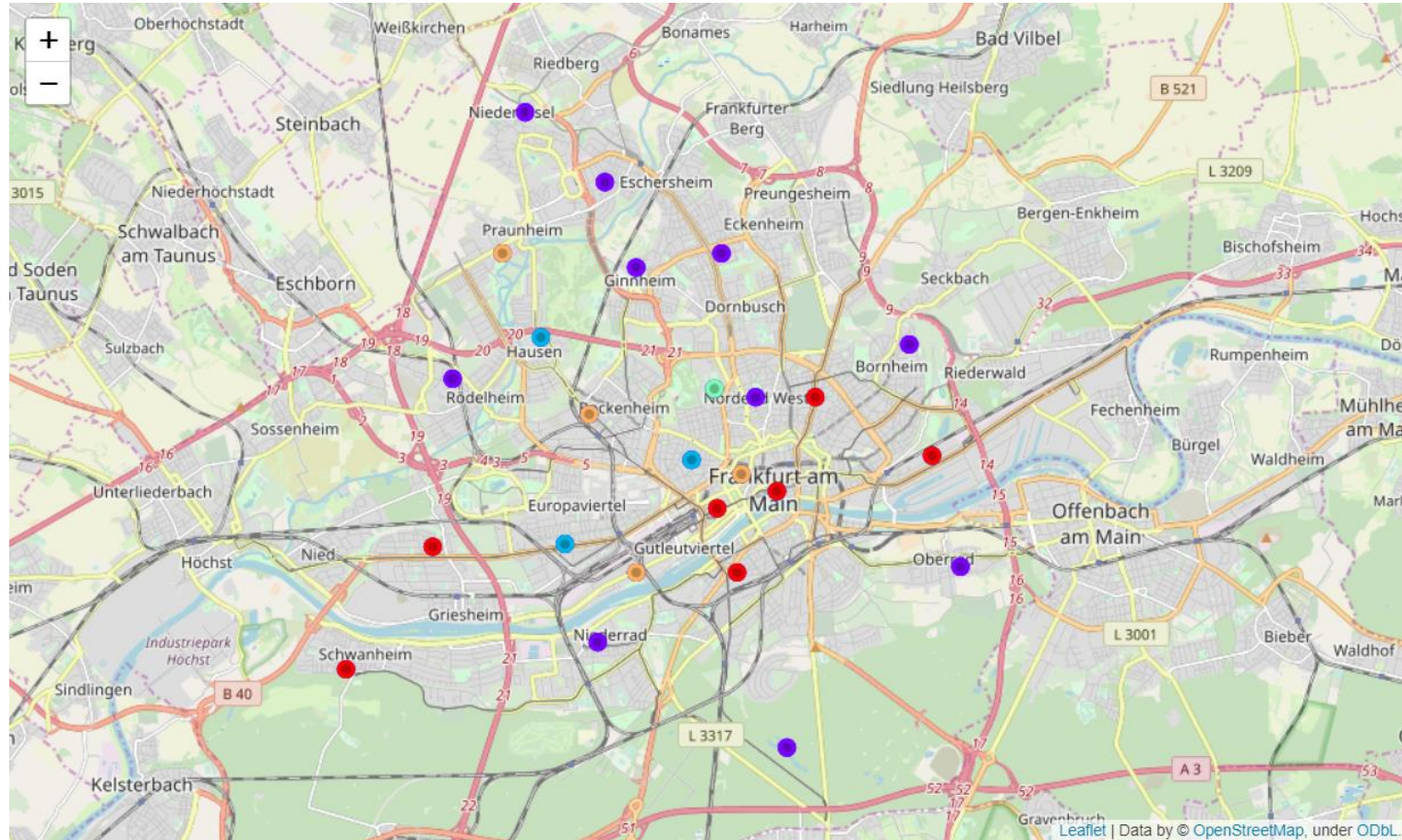
Park

Plaza

Theater

Clusters: K means clustering

- 5 clusters
- Venues of interest
- Restaurants



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Optimal locations

❖ Altstadt

❖ Innenstadt



Further Studies

- Preliminary analysis
- Further data would be needed for a final decision to be reached.
- Other factors :
 - rent costs
 - permits for venues in the city center
 - city ordinances
 - survey for interest in Mexican cuisine