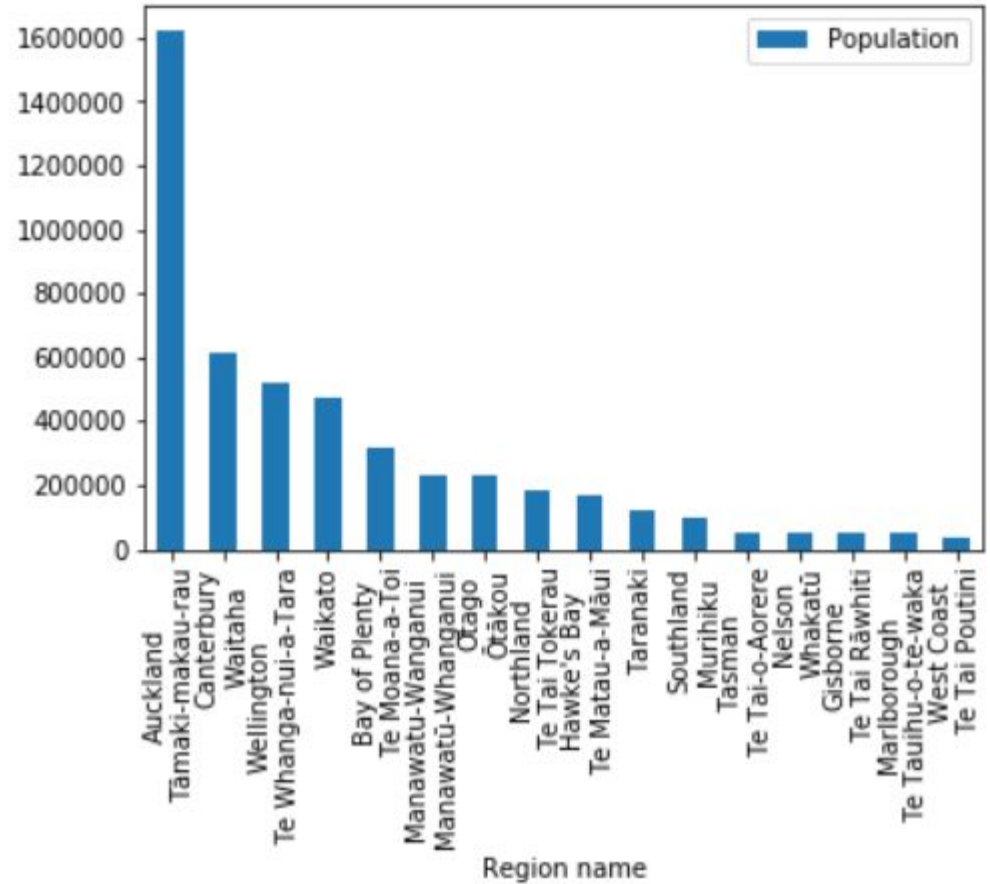
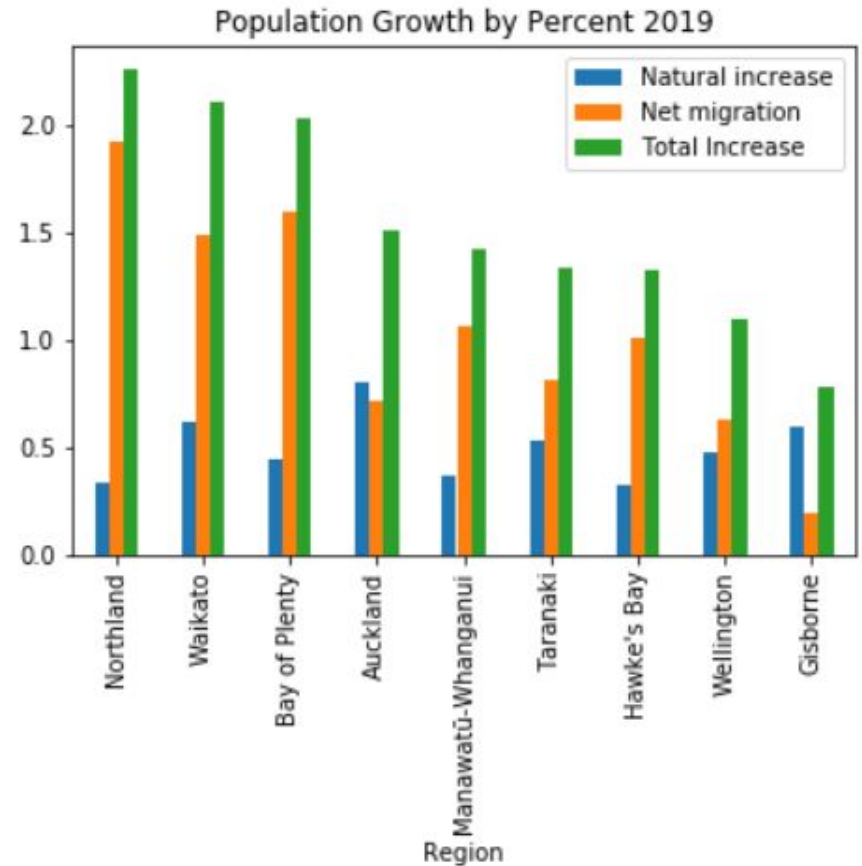


Determining a suitable
location for a mexican
restaurant in New Zealand

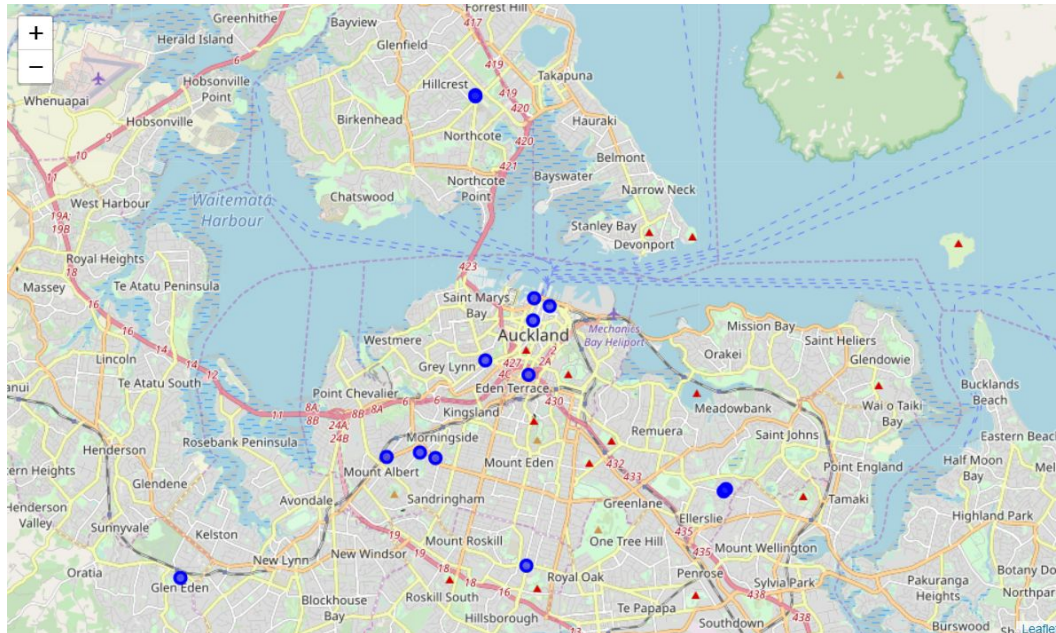
If one was to open a Mexican restaurant in New Zealand where might a suitable location be, based on population? Would it be in the north or south Island? The north Island has a larger population than the south, and two of the most populous cities so those may be good candidates. As one can see Auckland and Wellington which are both in the north Island are 1st and 3rd in terms of size, With Auckland being over 2.5 times larger than the next Largest region.



Analyzing the data leads the choice of restaurant location to Auckland. With approximately $\frac{3}{4}$ of New Zealand's population living in the north Island, it seems logical that further analyses was directed there. Within the North Island, Wellington and Auckland are the largest cities, as one can see in the Population by Region graph, but Aucklands growth surpasses the growth of Wellington in both natural increase and migration. This means that Auckland's potential customer base is larger and faster growing at the same time.



After plotting the data frame built from the Foursquare API results on a map It was clear that a majority of the restaurants in Auckland occur mainly in the City Business District or CBD. There are gaps between similar restaurants which can be filled by other similar restaurants. This will allow potential customers who are between two or more restaurants other than the one being opened, to potentially choose one in the middle if it is an option. Or if the others are full or the wait time is too long, the potential restaurant being opened could also be an option.



Given the data that can be collected at this time, it appears that Auckland would be a suitable candidate for a Mexican restaurant. With locations near or in Kingsland, Mount Eden, or Remuera seeming to be suitable locations, as they are in, or near Auckland CBD and between other Mexican restaurants in a Populated area.

