CHOOSING A NEIGHBOURHOOD WITH THE IDEAL CONDITIONS
TO OPEN A MEXICAN RESTAURANT

1. Introduction

1.1. Background

New York City is a multicultural melting pot with people from different nationalities, each one has established themselves around the city creating communities that have their own culture, traditions and food. According to the Center for Latin American, Caribbean and Latino Studies (CLACLS; online: https://clacls.gc.cuny.edu/files/2017/03/Latino-Data-Project-Report-65.-The-Latino-Population-of-New-York-City-1990-2015.-December-2016.pdfhttps://clacls.gc.cuny.edu/files/2017/03/Latino-Data-Project-Report-65.-The-Latino-Population-of-New-York-City-1990-2015.-December-2016.pdf)

- Mexicans were the third largest Latino national subgroup in the City and increased from 58,000 and 3% of all Latinos in 1990 to 377,000 and 15% of the New York's Hispanic population in 2015. Between 1990 and 2010 Mexicans had been the fastest growing Latino nationality but growth, and probably migration to the City, slowed considerably after 2010.
- Mexicans were concentrated in Queens where 31% lived, Brooklyn 30%, and Manhattan 22%.
- Latinos were the youngest of all race/ethnic groups in the City with a median age of 33 in 2015. Mexicans were the youngest of the Latino nationalities with a median age of 26 followed by Dominicans at 32, Ecuadorians at 33, Puerto Ricans, 37, and Colombians at 41.

1.2. Problem

Data that might contribute to determining the ideal location for a Mexican restaurant, for example areas where people from Mexican descent are living or where people tend to look for Mexican food. This project aims to identify an area of the city where an Authentic Mexican Restaurant that aims to become one of the best of the city could be placed.

Based on these data found a client has approached me so as to help him decide in what area of the city would be a good place to open his endeavor.
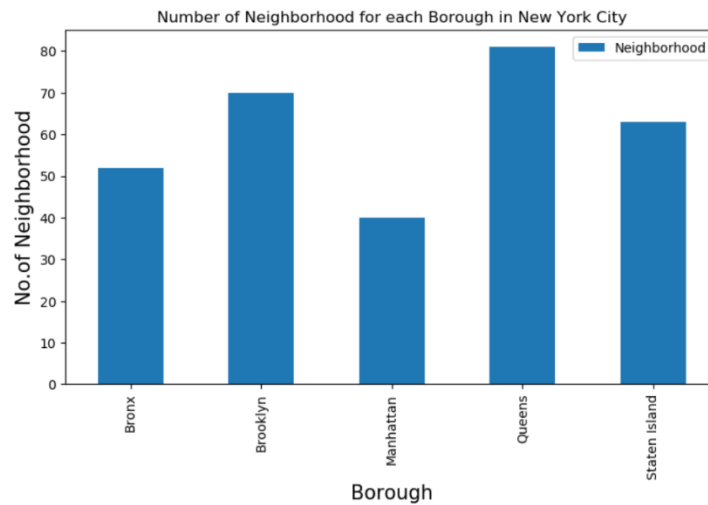
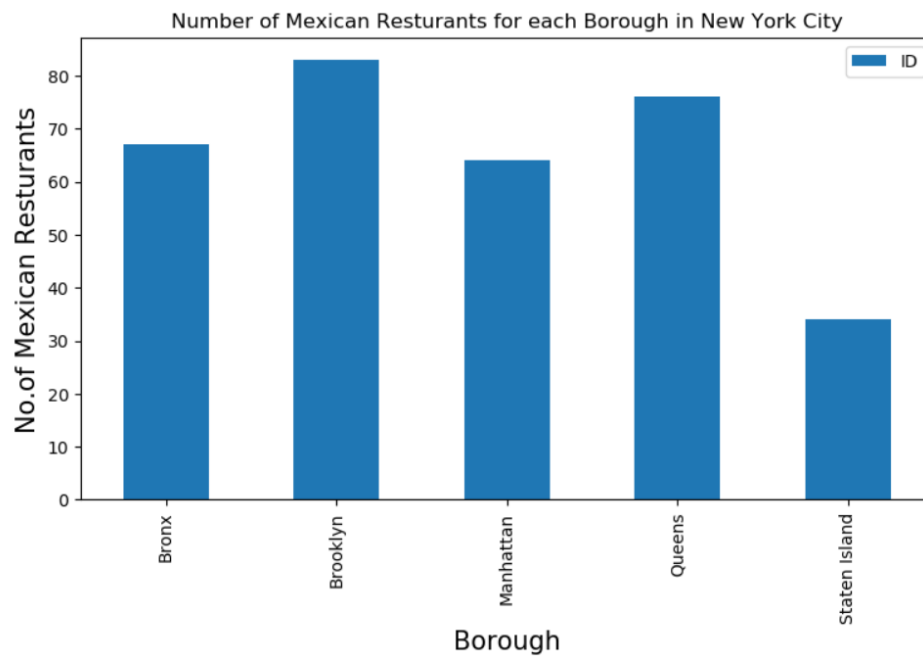## 2. Data acquisition and cleaning

2.1. Data sources

The data for Mexican Restaurants will come from Foursquare and contrasted with the information obtain from New York geographical data, also I will use demographical information obtained from the CLACLS. I will also use the libraries that need to be imported to process the information.
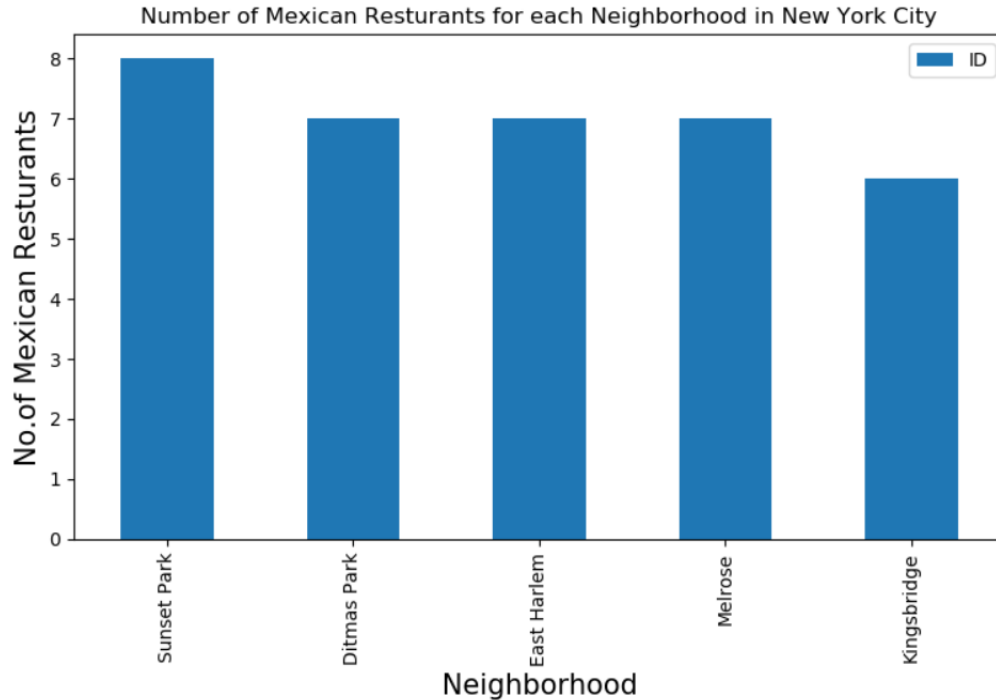
2.2. Feature selection

After processing and cleaning the data, I obtained the geographical information of the New York City Neighbourhoods:

Number of Neighborhood for each Borough in New York City

Considering this information I decided to find our where the largest concentration of Mexican Restaurants are in order to get an idea of where a large percentage of possible clients go to get this type of meal.

Number of Mexican Resturants for each Borough in New York City

Number of Mexican Resturants for each Neighborhood in New York City

Processing this I noticed that Brooklyn is the Borough that has the most concentration of Mexican Restaurants. If we complement this information with the fact that 30% of the Mexicans living in NYC live here. Processing the information even further, the main Neighborhood that has the most concentration of Mexican Restaurants is Sunset Park with 8 in total. This gives us a good indication that here is where the main market for Mexican Restaurants is.

Therefore, with this information I decided to obtain the ratings for the Restaurants that are established there obtaining the following:

	Borough	Neighborhood	ID	Name	Likes	Rating	Tips
0	Bronx	Co-op City	5c47a4b21953f3002c558218	Chipotle Mexican Grill	0	7.5	0
1	Bronx	Co-op City	58582b156431e554e165d909	Moe's Southwest Grill	1	6.7	0
2	Bronx	Fieldston	523f6e14498ef6fdefc0d690	Burrito Shop	10	7.0	4
3	Bronx	Fieldston	4b78ba71f964a5209fdf2ee3	Santa Fe Grill & Bar	11	6.2	17
4	Bronx	Riverdale	590e5d2ce96d0c61de2dcf1d	Cocina Chente	14	8.9	5

The best rating obtained is of 8.9 according to Foursquare information, in order to see how well rated it is from all the restaurants in the city we need to get the top rated restaurant to compare it with. In this case it is the Taquería Tlaxcali that is in the Bronx at Parkchester with a rating of 9.1.

	Neighborhood	Average Rating
17	Westchester Square	8.50
13	Parkchester	8.40
15	Riverdale	7.90
3	Country Club	7.90
6	Kingsbridge	7.75
5	Fordham	7.50
10	Morrisania	7.40
12	Norwood	7.30
0	Baychester	7.10
2	Co-op City	7.10

Given that the top average ratings are in Neighborhoods other than Sunset Park, this makes Sunset Park an area with a high possibility of success if the restaurant established is ranked above a 7.26 rating which is the average rating in Sunset Park. Also it is important to consider that 4 of the 5 top ranking restaurants in the neighborhood are chain restaurants, it would give a family owned restaurant advantage given that it could be considered an authentic cuisine.

Given this analysis I would recommend my client to establish an authentic Mexican Restaurant in Sunset Park, taking advantage of the local Mexican heritage.