

**Looking for best place to open a new bakery in Guadalajara, based on users ranking**

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April 18, 2019

# Introduction

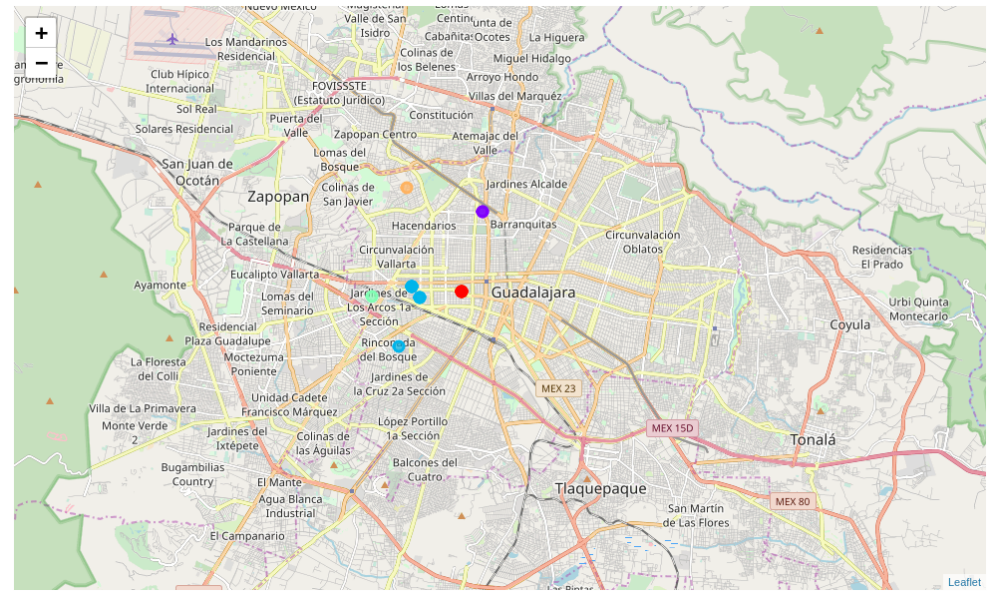
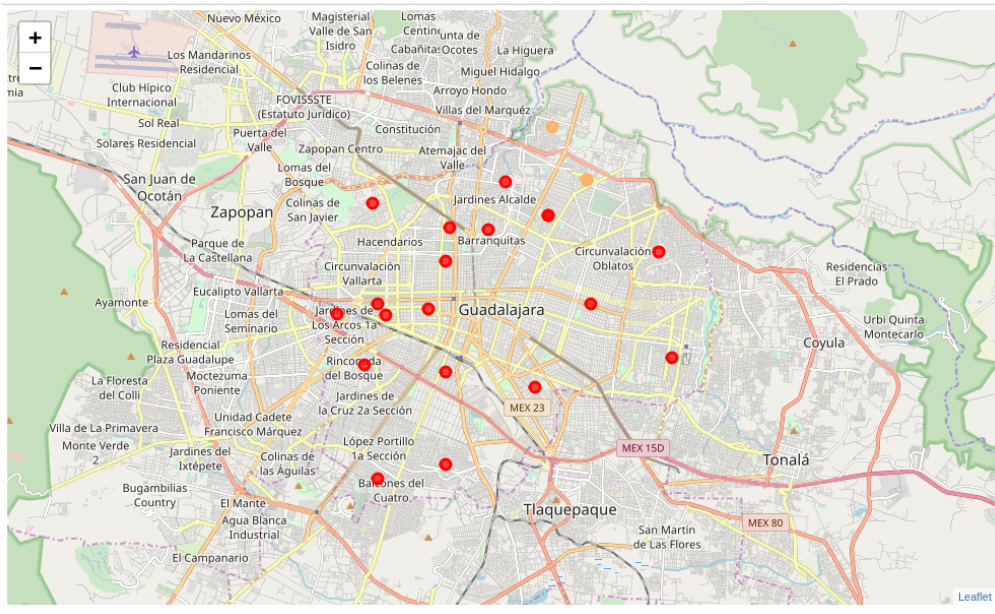
- Guadalajara has been growing fast in the last few years
- A lot of people is looking for new places to hang out
- Bakeries are very popular now, and people likes those places to spend time with family and friends.
- Looking for the best place to open a bakery based on users raking in Foursquare API

# Data Acquisition and Cleaning

- Zip codes scrapped from <https://codigo-postal.co/en-us/mexico/jalisco/guadalajara/>
- Latitude and longitude of each zip codes has been retrieved from <http://codigo-postal.es.mapawi.com/mexico>
- Dropped columns with same information for all neighborhoods
- Venue data retrieved from [https://api.foursquare.com/v2/venues/explore?&client\\_id={ }&client\\_secret={ }&v={ }&ll={ }, { }&radius={ }&limit={ }](https://api.foursquare.com/v2/venues/explore?&client_id={ }&client_secret={ }&v={ }&ll={ }, { }&radius={ }&limit={ })
- 147 Unique venue categories retrieved

# Modeling

- Two clusters created, one with all venue categories and the other one with bakeries, coffee shops and desert shops only
- Both models with 5 clusters
- Clusters displayed on map



# Conclusion

- Using all venue categories didn't showed up a lot information about neighborhoods that could give us an insight to take a decision.

**- With the filtered data we got a better insight and concluding that around Colonia Barrera and Colonia Arcos Vallare are the best location to open a new bakery.**