

## **Introduction**

Bakeries are very popular in Guadalajara, México, and a lot of people likes to go to a good bakery and spend some time with family or friends enjoying of good piece of cake or cupcakes, and a good coffee. It's very popular also that a lot of people goes to the bakery to buy a key for special dates, like birthdays, anniversaries and so on. There are some bakeries located in Guadalajara, that are very good and very popular.

## **Problem**

My wife wants to open a bakery in Guadalajara, México. She wants to know where is the best place to open it based on all existing bakeries already in Guadalajara and the reviews of the users, she wants to know if it's better to open it close to the current ones, or if it's better to go to a location were there are just a few ones.