Detecting boroughs in the county of Gustavo A. Madero with a low density of parmacies
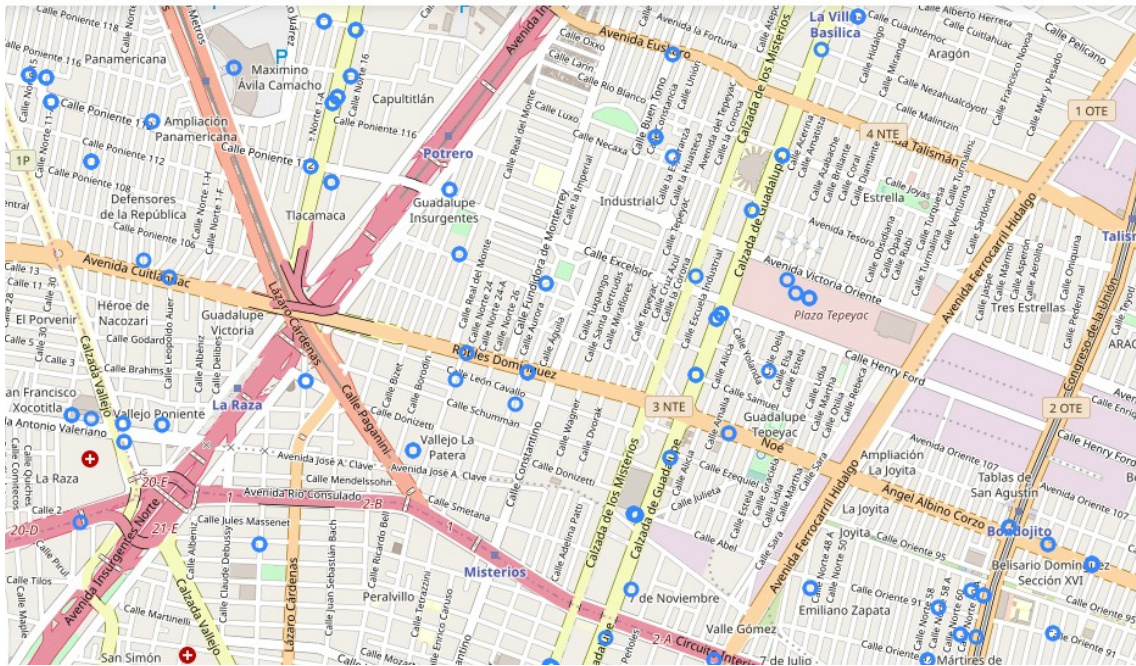
Exploration and prediction

Stackholders

- Detecting boroughs with a low pharmacy density is valuable for future pharmacy owners

- A good location ensures a constant stream of clients and adecuate supply routes
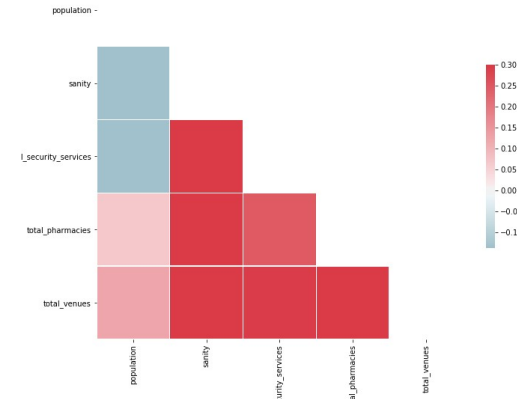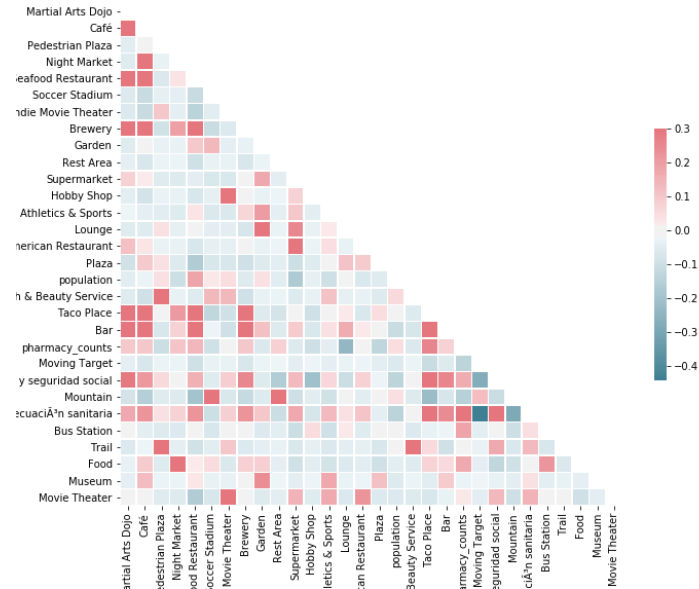
Data aquisition

- Socioeconomic data from Mexico City government open data repositories

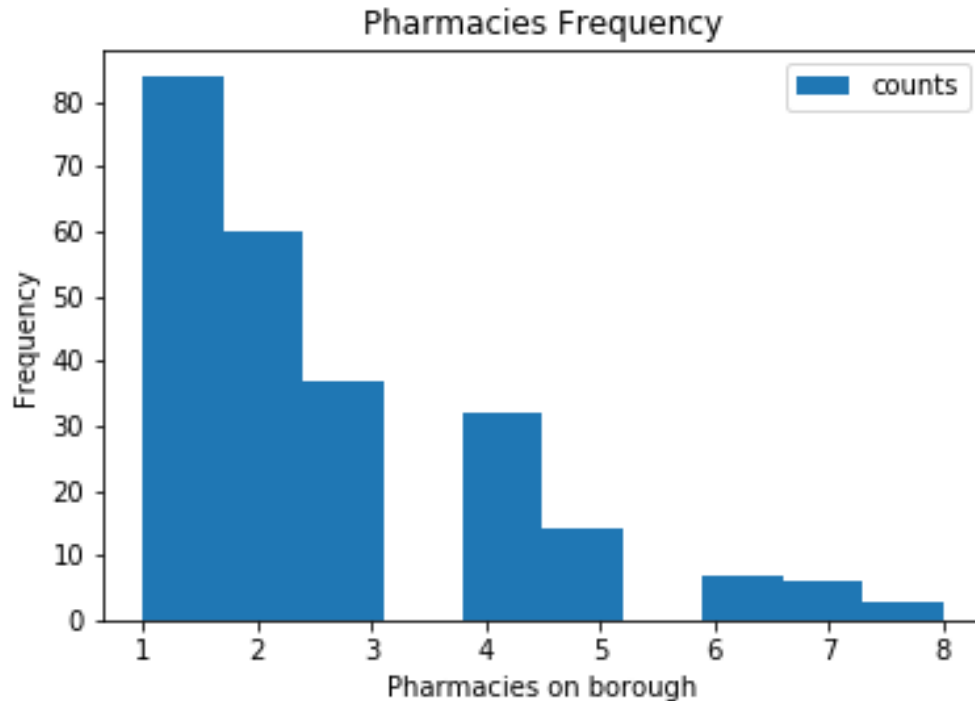- Venues data from Fourthsquare api

Prefered pharmacy locations

- Prefered phamacy locations are along medium sized avenues or smal streets near a medium size avenue
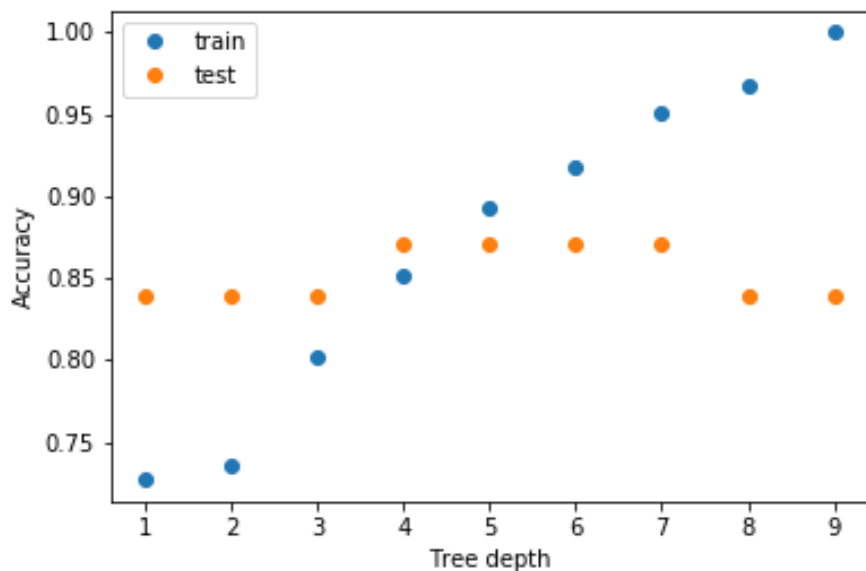
Selected variables for model

Target variable

Total boroughs were divided between those having one pharmacy and those having more than one pharmacy thus creating a target variable with two classes.

- One pharmacy: 0

- More than one pharmacies: 1

Random forest classifier training

Actual 0	26	12
Actual 1	0	114
	Predicted 0	Predicted 1

Low pharmacy density boroughs

There are some points which belong the class 0 but where classified on the class 1 which means this boroughs can host more than one pharmacies.
Thus it is recommended to select a location within this boroughs and along a medium sized avenue or near one. The name of the boroughs are:

Ampliación progreso nacional
Benito Juárez
Guadalupe Insurgentes
La joyita
San José de la escalera
San Pedro el chico
Triunfo de la república

Valle de madero
Zona escolar oriente
Ex-ejido San Juán de Aragón sector 32
Pradera
Pueblo Santiago Atzacoalco