



WHERE IS THE BEST NEIGHBORHOOD TO OPEN A RESTAURANT?

Mexico City

WHY MEXICO CITY ?

Mexico City is one of the most largest and crowded cities in the world. There are almost 22 million people interacting in it. The income per capita among the "chilangos" (how people from Mexico City are called) is one of the highest in the country. The large amount of people and the good wages make Mexico City a good place to open a restaurant.

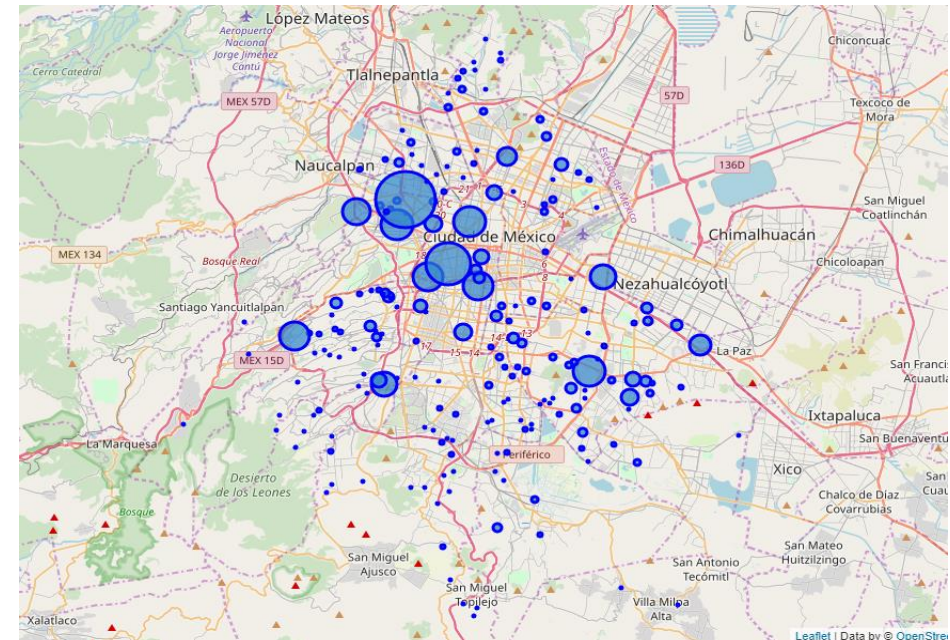
Nevertheless, there are some neighborhoods not worthy to consider, and mainly this is due insecurity.



INSECURITY IN MEXICO

To tackle this problem I clustered restaurants number and robberies by neighborhood.

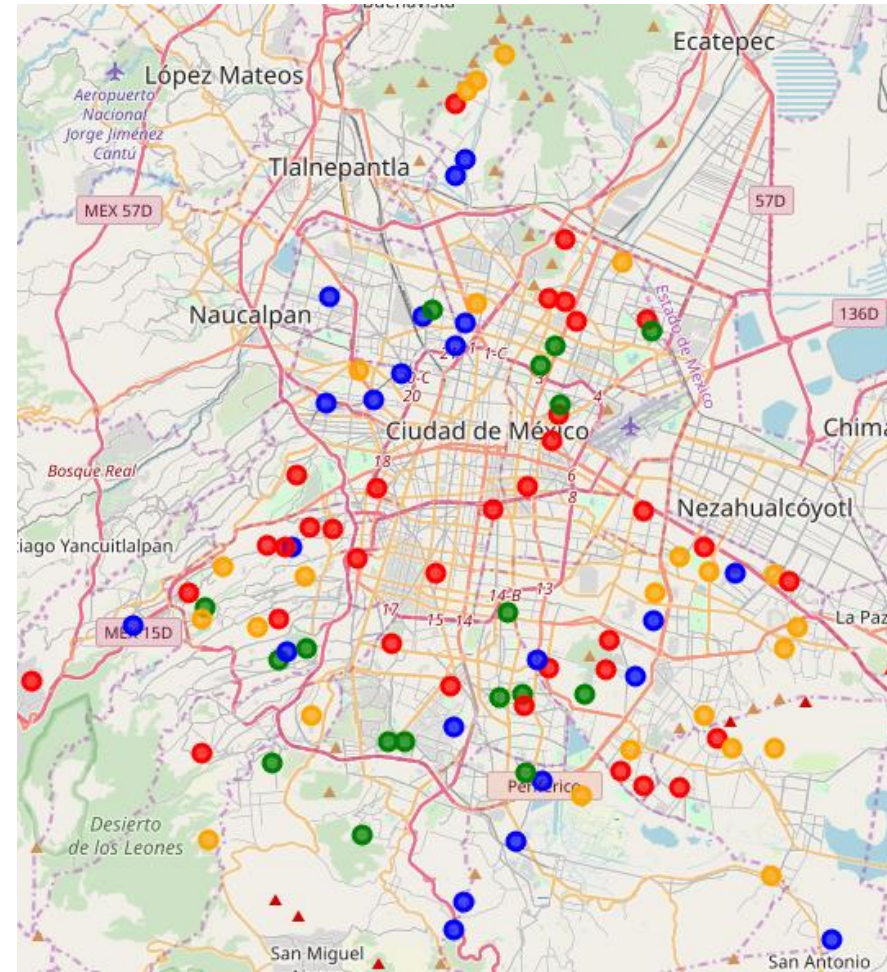
I took restaurants number from Foursquare and number of robberies from Mexico City's government data.



Circles and number of robberies are proportional.

ANALYSIS

Making a cluster analysis I got 4 categories and then I classified them by colors: green is high recommended to open a restaurant, blue is probable, red I less probable and orange is not probable.



RESULTS AND DISCUSSION

I could make further analysis to know the client's taste and willingness to pay; with these new variables, I can would estimates what kind of restaurant's type should be open, increasing the probability of success.

To decide where is the best neighborhood to open a restaurant in Mexico City, I considered two main variables: crime index and restaurants density. Combining these two variables, I made clusters to find the equilibrium between good restaurant's density neighborhoods and low index crime neighborhoods. I found that "Presidentes Ejidales Primera Sección" is the best neighborhood to open a restaurant because its restaurant's demand and its security.