

# The Battle of Neighborhoods

## Objetive.

This capstone compares two near cities and their neighborhoods that form a metropolitan area for select the best business and location in the neighborhoods of downtown area of each city. This information is key for investors and entrepreneurs that searches new business opportunities.

## Description of the problem and a discussion of the background.

Toluca and Metepec just west of the Valley of Mexico ( Mexico City). This cities form a metropolitan area, called Toluca Valley, an important place for business, commerce, manufacturing, tourism and farming.

Toluca Valley is a populated place and have important activity of local commerce and business near to downtowns of the cities that forms. Every city consist in different socioeconomic levels, since traditional and old neighborhoods to luxury residences, all near to small downtowns, without forget the closeness of the capital of Mexico with people that travel everyday from one city to other.

Every neighborhood is different one each other, with different types of commerces and business, from local to national or transnational representative corporations, have different types of people with different consumer habits and personal interests.

Today at the beginning of the year 2021 investors and entrepreneurs search reactivate the economy caused by coronavirus disease. Search new opportunities with local commerce and loyal competence. This is the importance of explore the most important neighborhoods of downtown area and analyzes the preferences of the people. How to start a new business and not lost capital in the try. This analysis not consider other bills and pays used for stablised a business in determinate place, its only a suggestion.

## Description of the data and how it will be used to solve the problem.

For this capstone I select the follow neighborhoods:

Toluca City	Metepec City
Centro	Fortanet
Santa Clara	Las Jaras
El Cóporo	Luisa Isabel Campos de Jiménez Cantú
La Retama	Villas Alteza

Toluca City	Metepec City
Alcaltunco	Jesús Jiménez Gallardo
San Bernardino	Purísima
Morelos 1a Sección	La Providencia
Américas	Rincón de San Gabriel
Paseo Tollocan INFONAVIT	Virreyes Residencial
*	Hípico
*	El Rodeo

Table 1.- Neighborhoods of downtown area of Toluca and Metepec city.

It selection is based in the popular neighborhoods in the downtown of Toluca and Metepec city.

Now we can formulate general questions about new business:

- What is the best neighborhood in the downtown for start a new business?
- Is Toluca or Metepec the best city for start a new business?
- What is the most popular business in every neighborhood?
- The top 5 of business is an expensive place or cheap and simple business?

This questions could be solved exploring the cities and their popular neighborhoods in the downtown. The tools for solve consists in data science toolbox and some APIs, like Foursquare and python libraries like Geopy.

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