

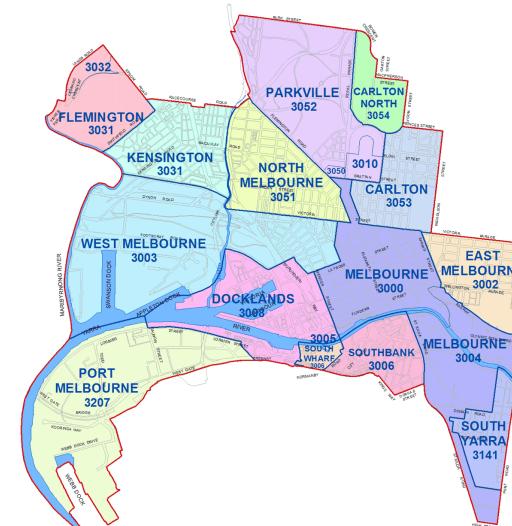


Opening a Mexican restaurant in Melbourne

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Applied Data Science Capstone

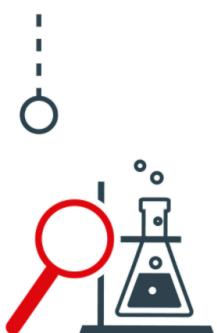
Background

- The City of Melbourne is a local government area in Victoria, Australia, located in the central city area of Melbourne
- The city has 14 suburbs
- The matter that I'm going to address is if there is an ideal location to open a Mexican restaurant in the city of Melbourne



Data

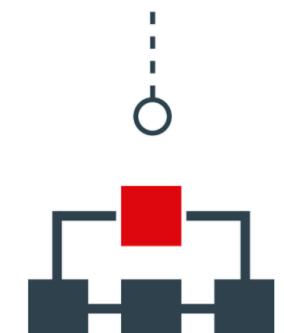
- Tree sources:
 - City of Melbourne ABS 2016 census basic community profile
 - Python geocoder to get the coordinates of Melbourne suburbs
 - Foursquare API



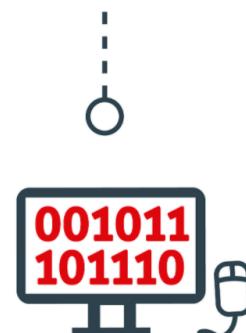
ANALYSIS



STRUCTURE



ALGORITHM



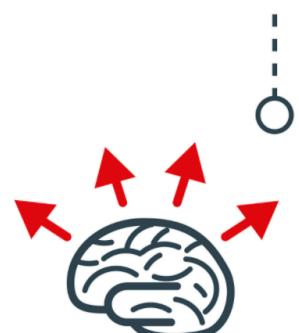
PROCESS



PROGRAMMING



SOLVING

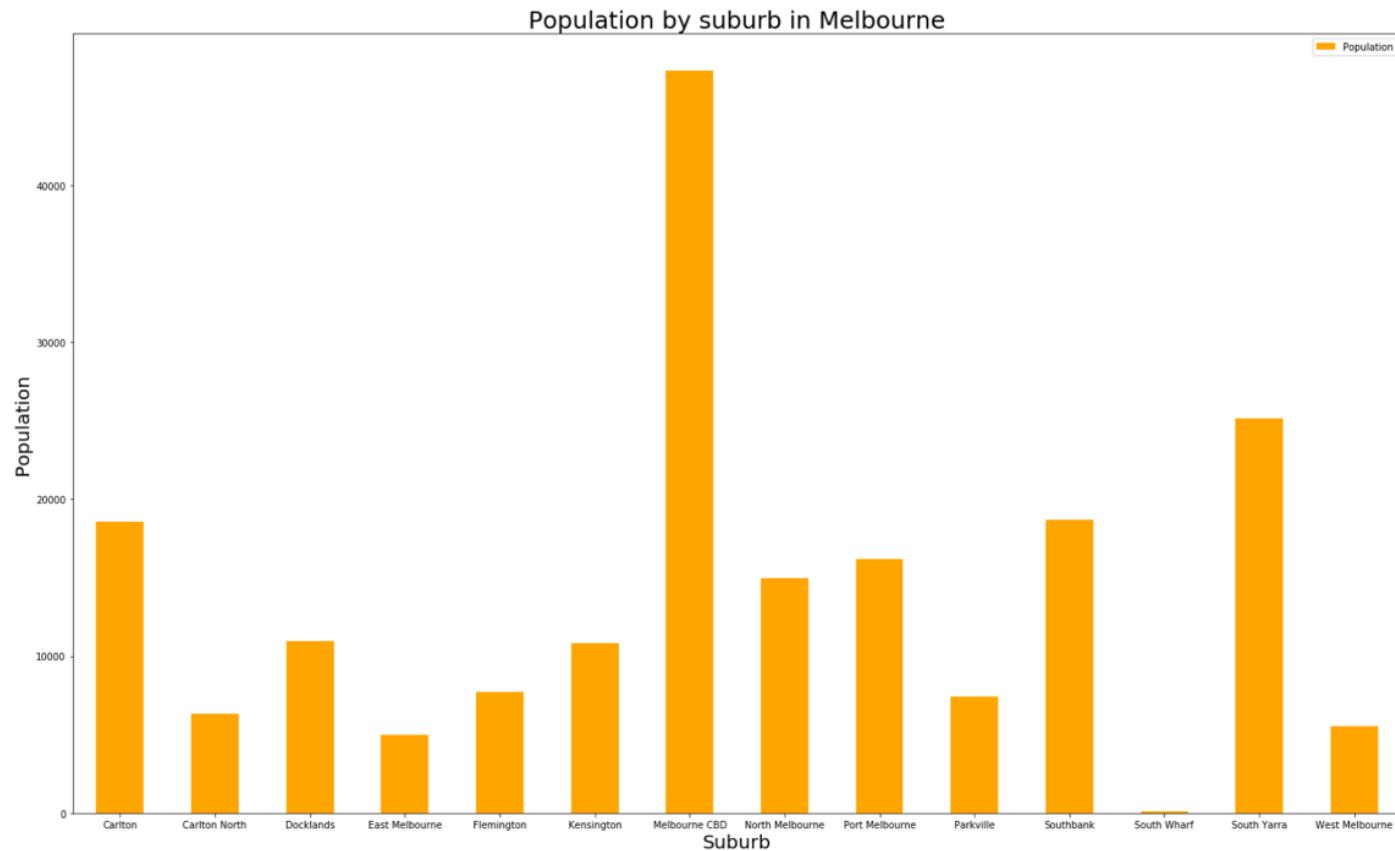


KNOWLEDGE



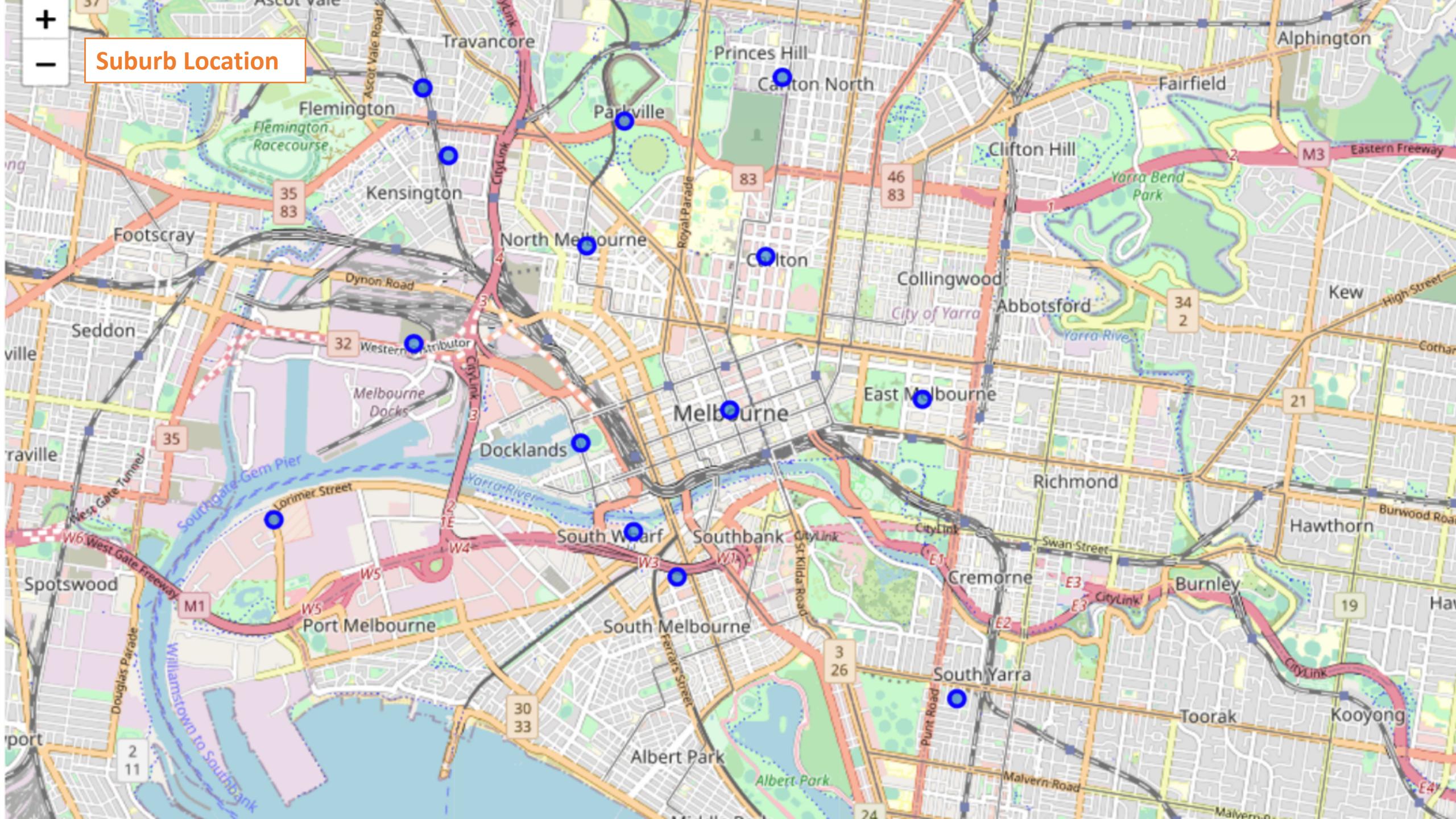
Methodology and Results

Population analysis

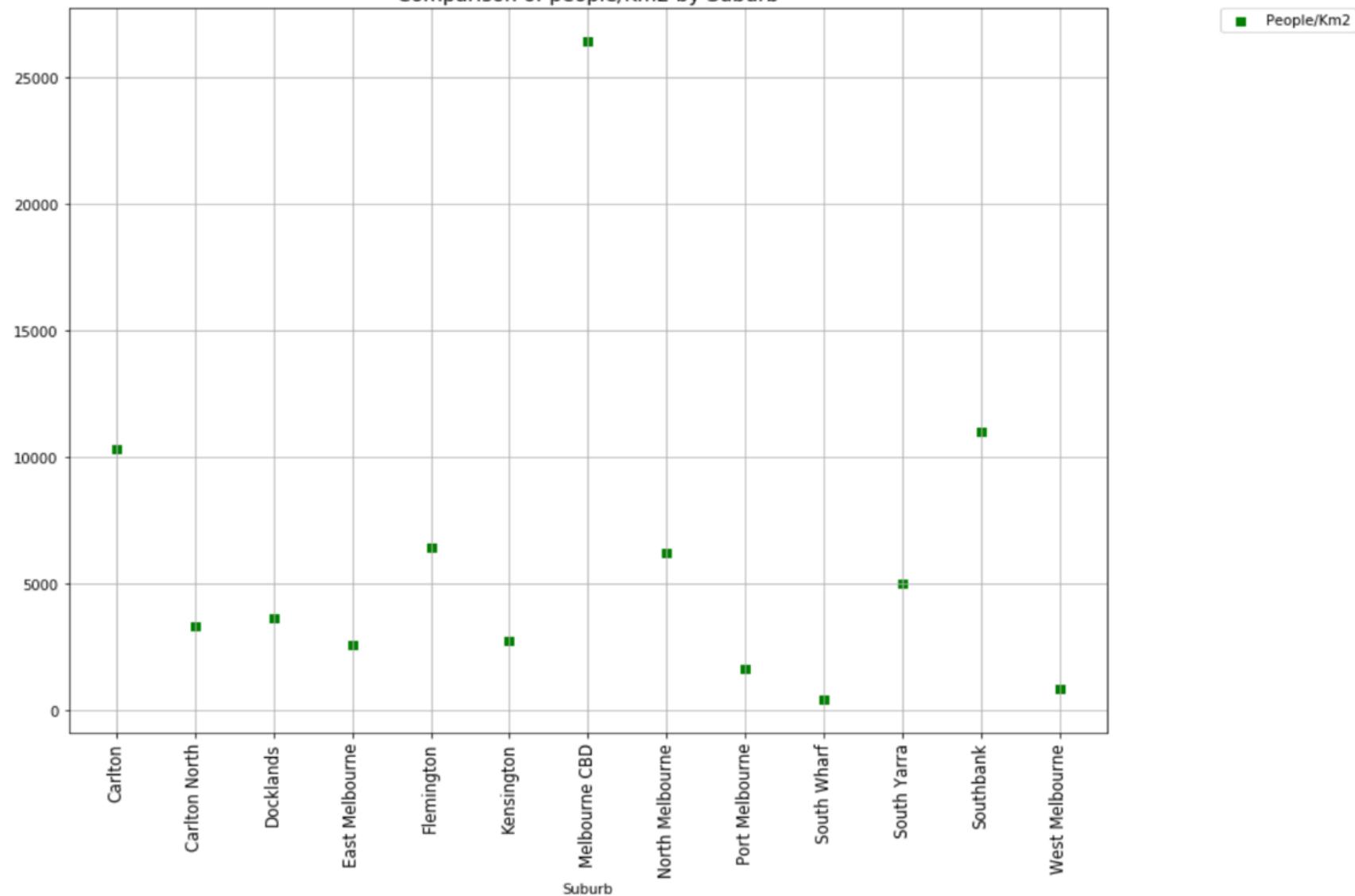


Suburb	Population
Carlton	18535
Carlton North	6300
Docklands	10964
East Melbourne	4964
Flemington	7719
Kensington	10812
Melbourne CBD	47285
North Melbourne	14940
Port Melbourne	16175
Parkville	7409
Southbank	18709
South Wharf	106
South Yarra	25147
West Melbourne	5515

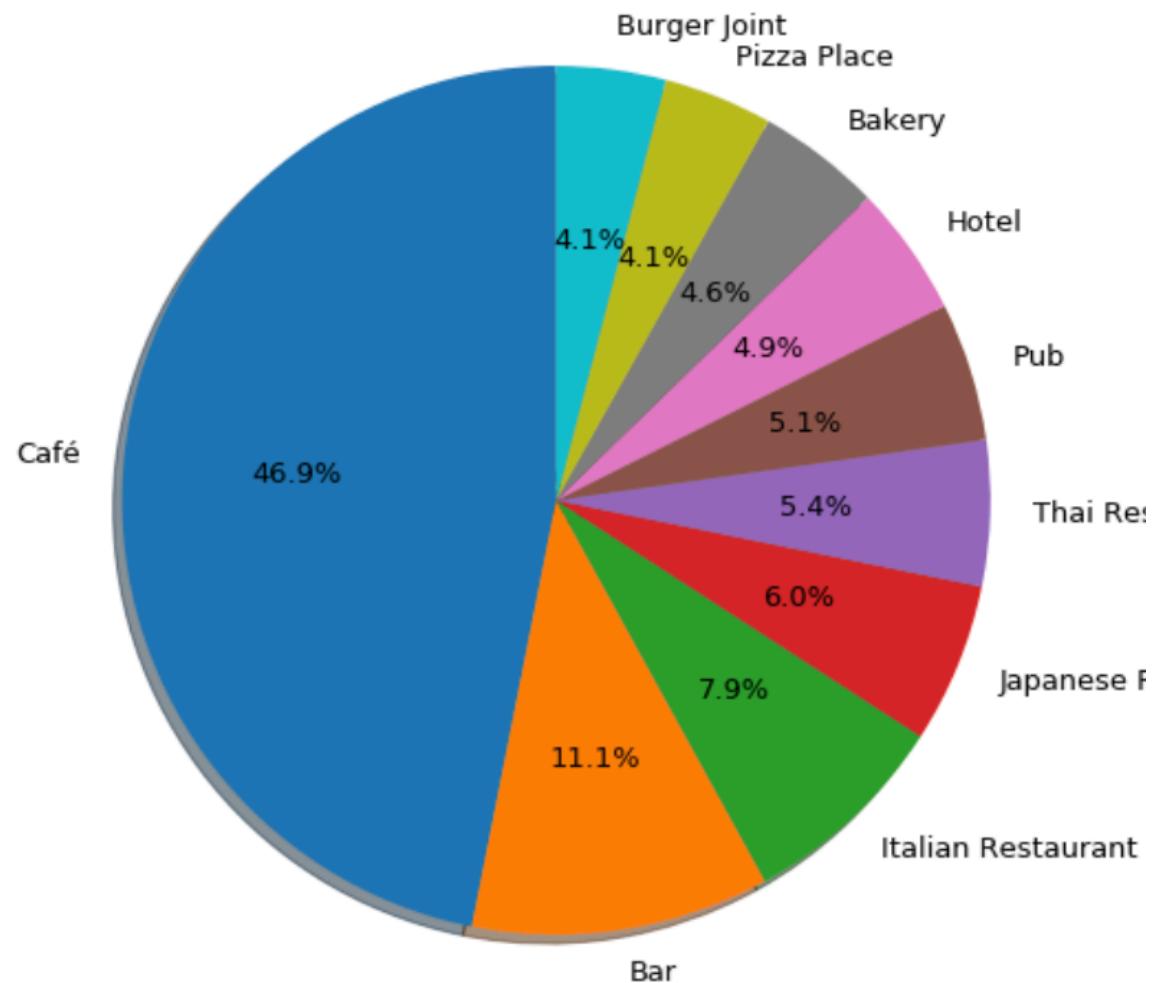
Suburb Location



Comparison of people/Km2 by Suburb

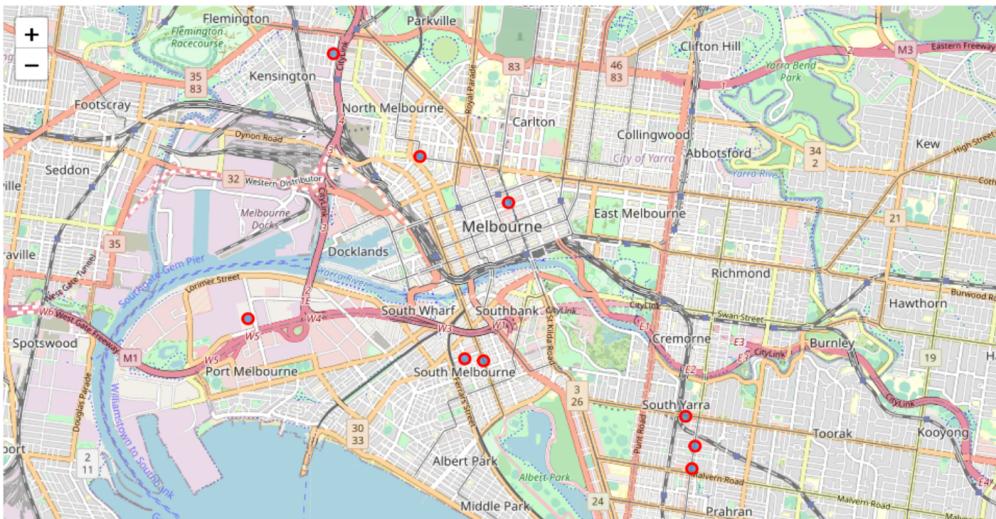


Top 10 restaurant types % in Melbourne



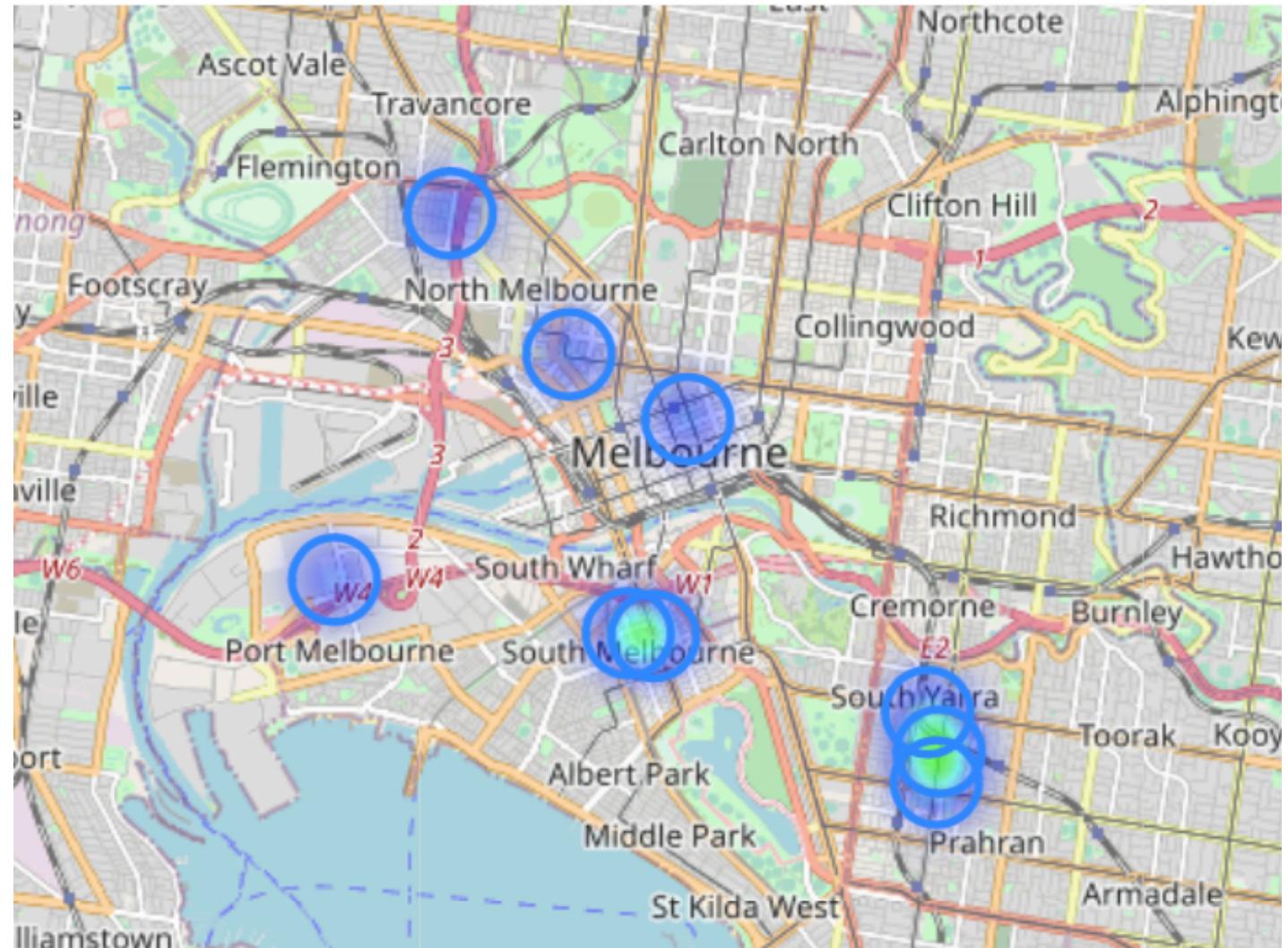
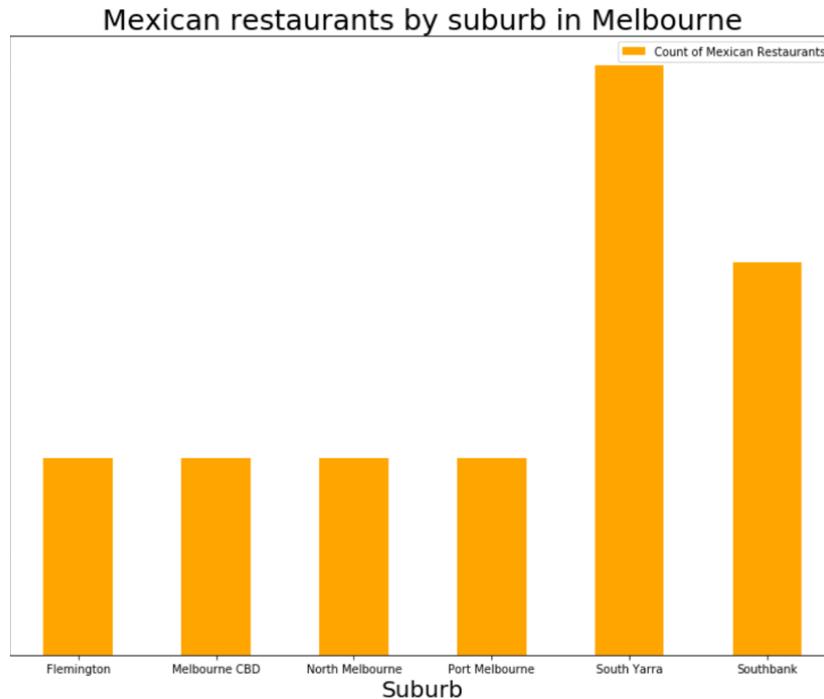
Top 10 restaurant categories

Suburb	VenueName	VenuelId	VenueLatitude	VenueLongitude	VenueCategory
Flemington	La Tortillería	50e6949ee4b010cf8fac2a0a	-37.7914	144.935	Mexican Restaurant
Melbourne CBD	Guzman y Gomez	507e1c68e4b04a2c7cc62bb9	-37.8112	144.964	Mexican Restaurant
North Melbourne	El Sabor	5204b98a498ea5d6a6f4e5e0	-37.805	144.95	Mexican Restaurant
Port Melbourne	El Cielo	50cbea53e4b0bc9a5153b150	-37.8265	144.921	Mexican Restaurant
Southbank	Paco y Lola	518c6473498e951b557f79d4	-37.8317	144.957	Mexican Restaurant
Southbank	MadMex	53fafceb498e31b96ac65cdb	-37.8321	144.96	Mexican Restaurant
South Yarra	Guzman Y Gomez	56b93973498e9571740f55d1	-37.8393	144.993	Burrito Place
South Yarra	Zambrero	51049db1e4b01dd7f97b3bac	-37.8462	144.994	Mexican Restaurant
South Yarra	Hecho En Mexico	589c0de101f077670ab8bd49	-37.8433	144.995	Mexican Restaurant

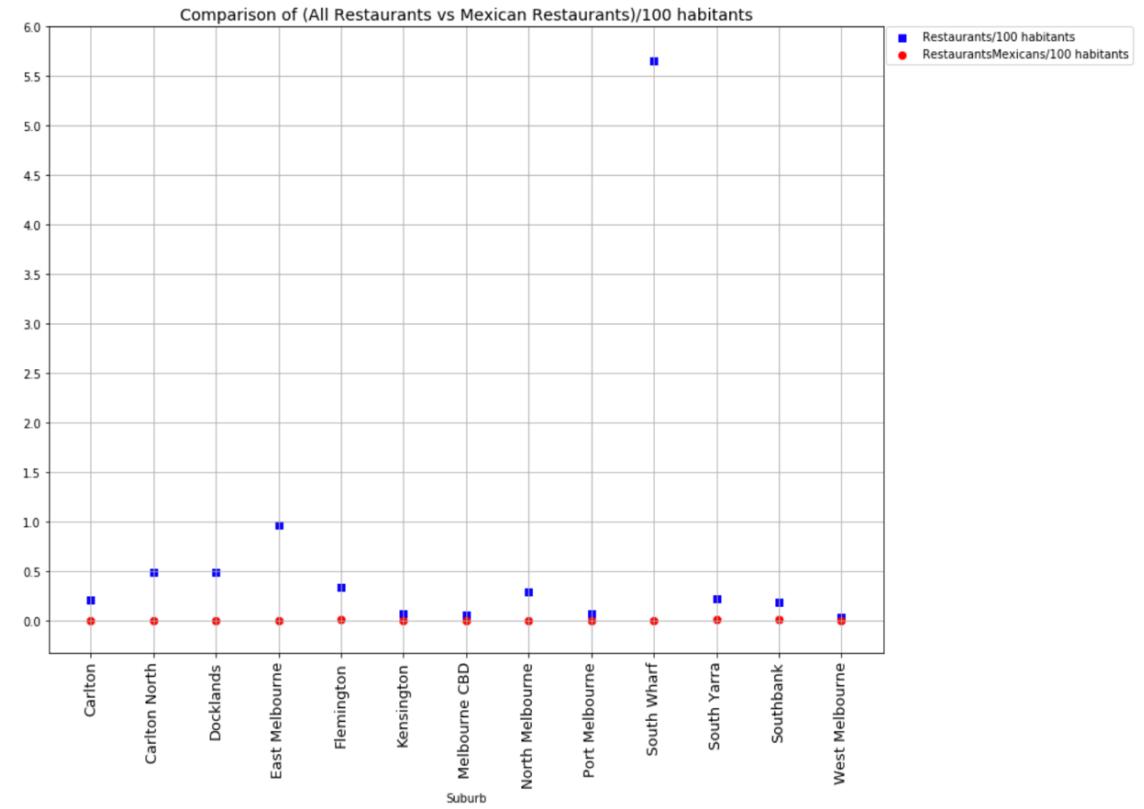
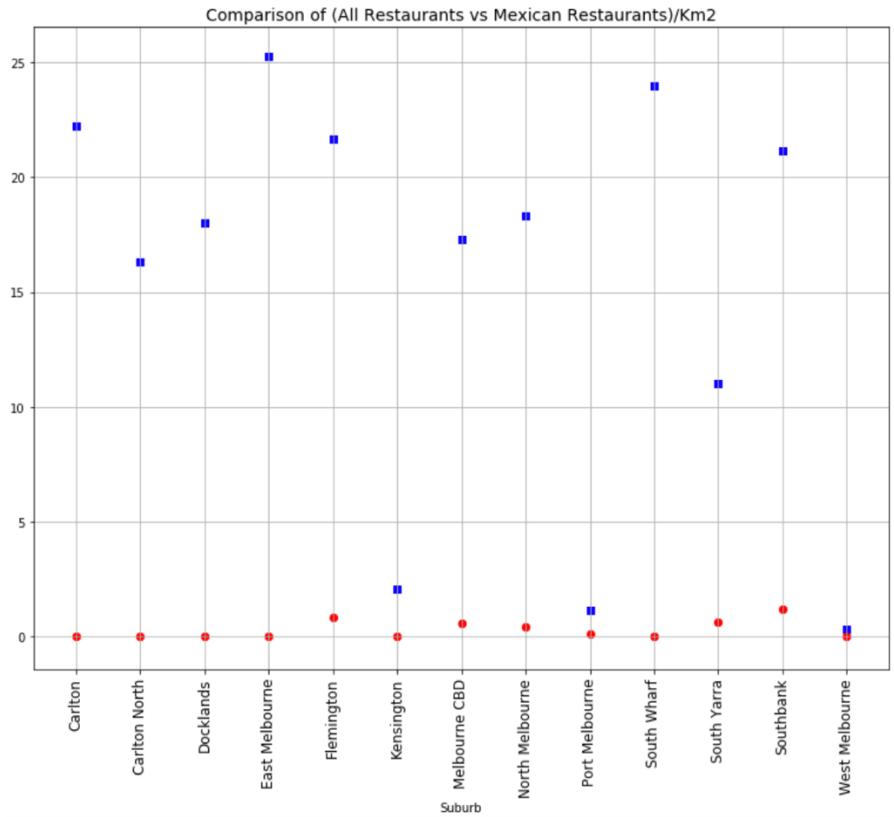


Mexican restaurants

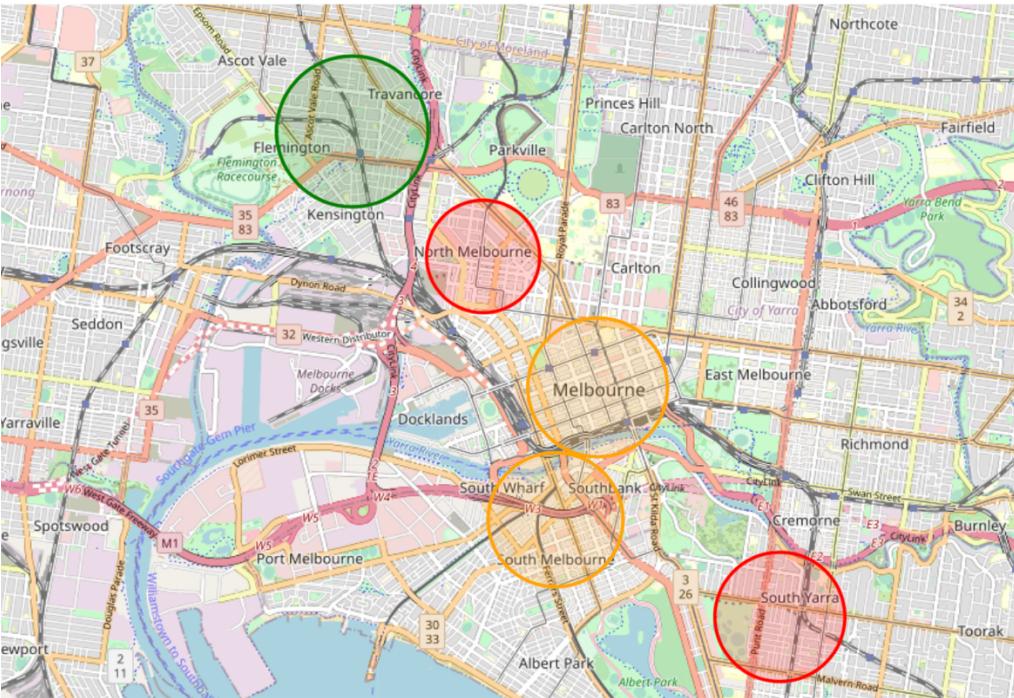
Total Restaurants	Mexican Restaurants	% of Mexican
391	9	2.30179



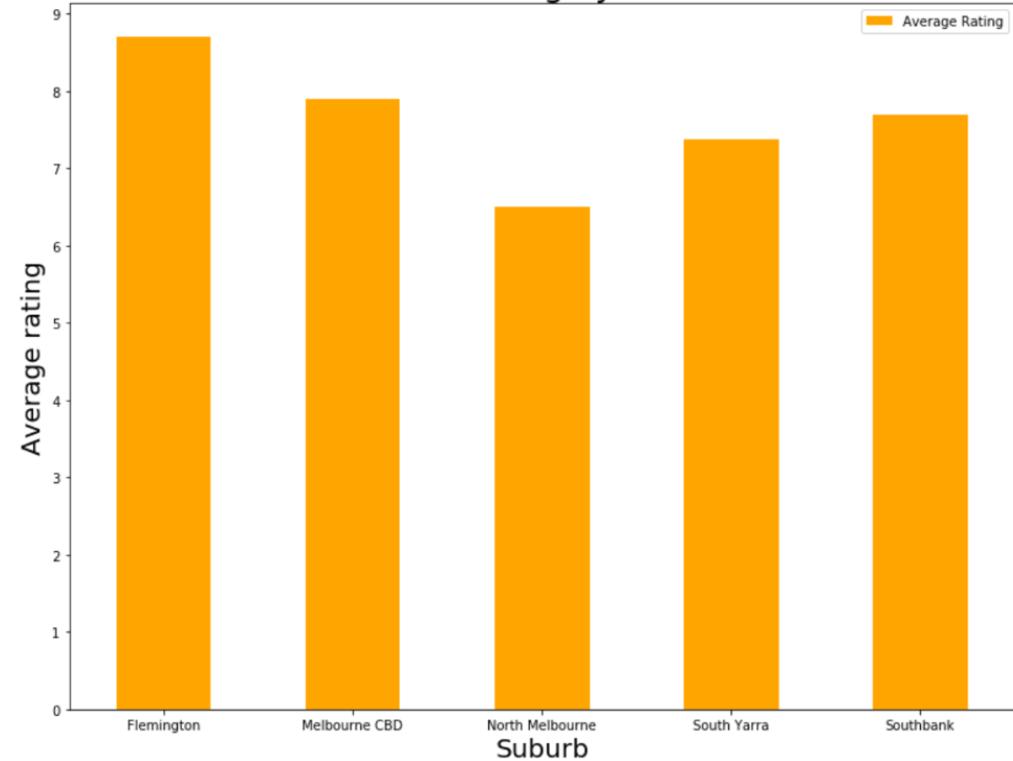
All restaurants vs Mexican Restaurants



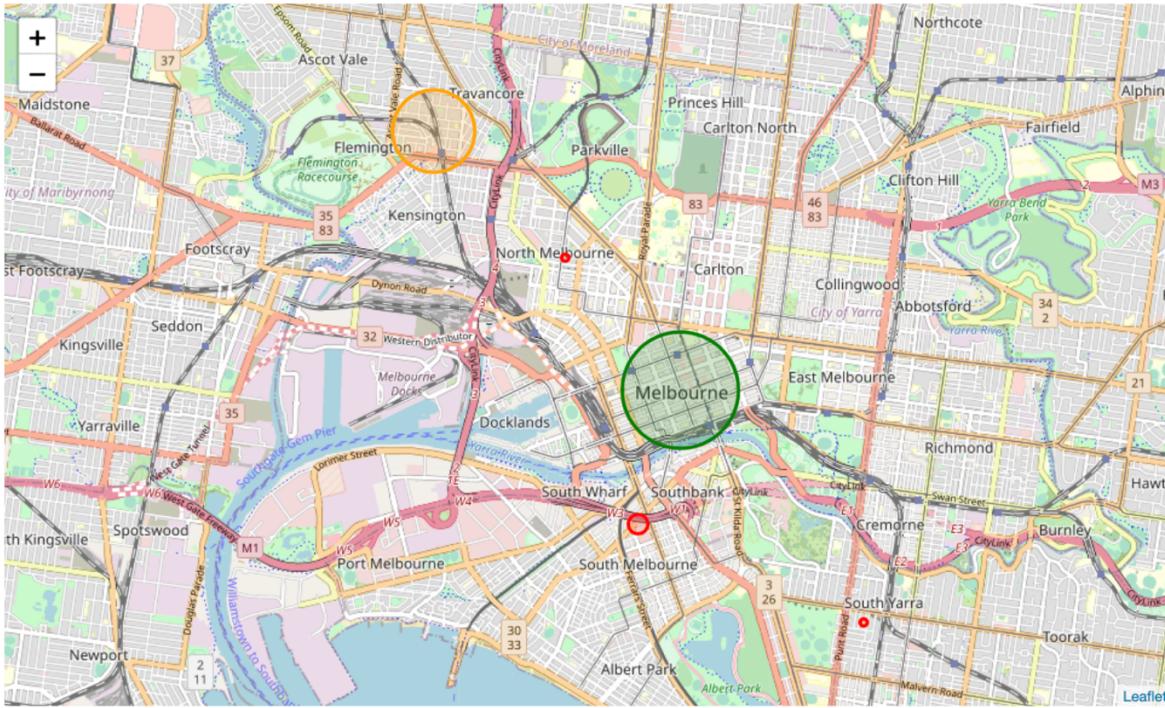
Ratings



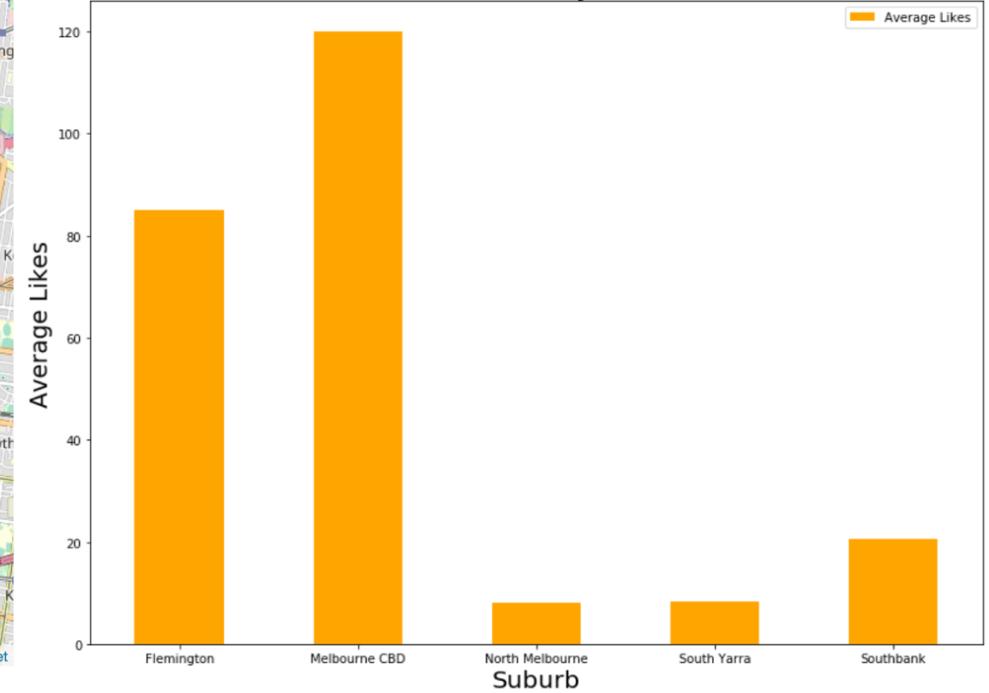
Mexican restaurants rating by suburb in Melbourne



Likes



Mexican restaurants likes by suburb in Melbourne



Discussion

Where to open a Mexican Restaurant?

1. **Flemington** due to the high concentration of average likes (85) and average rating (8.7) for this restaurant category, with a low number of Restaurants/100 habitants (.32), also with a high number of venues/Km2 (20.8) and just one Mexican Restaurant in the area.
2. **East Melbourne** has a high concentration of Restaurants/100 inhabitants (.96) and the highest number of venues/Km2 (25.2). This suburb has 0 Mexican Restaurants. However, it is just next to Melbourne CBD, which has the second-highest rating for Mexican Venues, best like average, and it's just next to Fitzroy, the city with the highest concentration of Spanish/Mexican population.

Conclusion

Open a Mexican restaurant in

- **East Melbourne**, since it is a suburb that is trending in terms of food places. Furthermore, it is near to Fitzroy and to Melbourne CBD (Central Business District), there is no actual Mexican food competition right now and being the first in something always pays off.

