

The Best Neighborhood to open a taco place in Mexico City

I. Introduction

1.1 Background

Tacos are the most famous dish in Mexico, there is a great variety of them, from those that are cooked with meat to those that are cooked with fish. On the other hand, Mexico City is one of the largest cities in the world, with approximately nine million inhabitants, in addition to being an important tourist site, as every year 14 million tourists visit the city. Therefore, there is a great demand for tacos, which leads to a business in constant growth, since Mexicans and foreigners look for this dish as the first option to eat. This leads us to wonder: where could be the best place to set up a taco place within Mexico City? To answer it, we have to delve into different issues such as security, the level of urban development of the location and mainly that it be a central place without excessive competition in the surroundings.

1.2 Problem

Data will be used to cluster the neighborhoods of Mexico City and thus be able to select those that are similar to each other and comply with being a safe, touristy site and at the same time with less concurrence of taco places in the surroundings.

1.3 Interest

The mainly interest is in establishing a taco place in a location where it could be more visited by Mexicans and foreigners, and thus have higher profits.

II. Data

2.1 Data sources

- I used a csv file provided by the Open Data Agency of Mexico City [1] with the geographic information of the neighborhoods in order to generate a .json file and be able to map the city.
- I used a csv file with the record of all crimes committed from 2016 to 2020 in Mexico City, provided by the aforementioned data agency [2].
- To know the level of urban development of the place and justify that it is a tourist neighborhood, I used as the only variable the percentage of people living in poverty in the borough, for this I used data from CONEVAL for 2015 [3]
- Finally, I used Foursquare API to know the density of taco places within a 1.5 km radius of each neighborhood and also to get the most common venues of given borough and neighborhood in Mexico City [4].

III.

References:

- [1] <https://datos.cdmx.gob.mx/dataset/04a1900a-0c2f-41ed-94dc-3d2d5bad4065/resource/03368e1e-f05e-4bea-ac17-58fc650f6fee/download/coloniascdmx.csv>
- [2] <https://datos.cdmx.gob.mx/dataset/384c16c6-2208-4ba4-b360-90bed81c6fb5/resource/459e8343-60ce-4a36-9cfc-4aa8c9bcb47e/download/denuncias-victimas-pgj.csv>
- [3] https://www.coneval.org.mx/Informes/Pobreza/Datos_abiertos/pobreza_municipal/indicadores%20de%20pobreza%20municipal,%202010.csv
- [4] <https://developer.foursquare.com/>