**Introduction**

In San Diego, there are over a dozen cities. If a property developer is looking to open a Mexican restaurant, where would be the best place to open it?

**Business Problem**

The audience for this query involves any property developers, entrepreneurs, and stakeholders looking to break into Mexican cuisine in San Diego. Such an audience would be interested in the findings, as they would want to avoid cities that have a high concentration of Mexican restaurants, thus having a high level of competition.

Data

To accurately get a list of San Diego cities, I will define a web-scraping function for the proper Wikipedia page. Once the cities are defined, I will use the Search (Nominatim) API tool in order to parse through OpenStreetMap data to find the geographical coordinates of each city.

At this preprocessing stage, I anticipate some geographical errors, as cities in San Diego share their names with cities in other states. If errors occur, I can replace incorrect geographical values by looking them up online and rewriting the data to the appropriate values.

Once the coordinates are validated by mapping them to their proper cities on a map, I will leverage FourSquare API data to query venue data for each city. I would explore and cluster the cities using the k-means clustering algorithm, to determine the best cluster to open a new Mexican Restaurant in San Diego. If possible, I will narrow the focus to determine the best city to do so.