

## **Introduction**

Culiacán is a city in Mexico located in the state of Sinaloa. For many years, sushi restaurants have become really popular. The popularity of these restaurants is so great that the inauguration of a new restaurant of this type is common. Many of these new restaurants close their doors soon, this is caused by different factors, but, one of them and very important is the location.

The objective of this project is to analyze and select the best locations in the city of Culiacan, to open a new sushi restaurant. Using data science methodology and machine learning techniques as a clustering.