REPORT
First Draft

1.- Introduction/Business Problem

In different countries of the world and in particular in the United States and Canada, there are more and more young people interested in learning other languages, such as Spanish.

Many of them, either individually or with their partners, make the decision to travel, live and work in a country where Spanish is spoken to learn to speak the language well, understand its idioms and also learn about the local culture and customs.

Basically this experience could be had in Spain, or in a Latin American country (except Brazil where Portuguese is spoken). Usually Mexico City attracts the attention of young people, but also Madrid, which is the capital of Spain. Unfortunately, information of interest to young people is not always available regarding what these cities offer, which are the best neighborhoods to live in and what services or places of interest are nearby.

Following these lines, it is proposed to make a comparison between Madrid (capital of Spain) and Mexico City (capital of Mexico) segmenting and clustering the neighborhoods of both cities, in order to be able to provide information regarding their characteristics and the services they offer. In particular, neighborhoods where there is a greater presence of businesses will be differentiated from those closest to green areas and from others that might offer a more important presence of restaurants, cafes or similar venues.

The idea is to be able to find those particular neighborhoods in the city that offer the closest proximity to these 3 types of services at the same time, thinking that potential travellers might be interested in being close

to places where they can find a job, but also where they might be able to have fun and be close to parks or green areas.

The abovementioned information and its analysis will be delivered through a web page written in English and linked to Google so that people who speak English and who are interested in studying Spanish and living abroad for some time are able to reach it. It is also posible to contact youth organizations or local governments in the United States and Canada, so they can send it respectively to their contacts or qualifying citizens.

2.- Data

A comparison of neighborhoods and segmentation of Mexico City and Madrid will be made, using the Foursquare application, from which those neighborhoods that may meet the conditions sought will be analyzed; particularly neighborhoods with an important presence of businesses, others with cafes and restaurants, as well as neighborhoods close to parks and green areas. Also those that meet all these criteria at the same time or are located at a short distance from these services will be highlighted.

Concerning other sources of information, and knowing that young people may also be interested in learning more about the culture and history of the country, the location of the most important museums in the city will be identified, which may influence the choice of the more convenient neighborhoods.

Other data of interest will be added, such as country information: per capita income of the country, unemployment level, and other demographic indicators.