



UNDERSTANDING MEXICO CITY'S BOROUGHES



UNDERSTANDING LOCAL DIFFERENCES HELPS BOTH BUSINESSES AND INDIVIDUALS

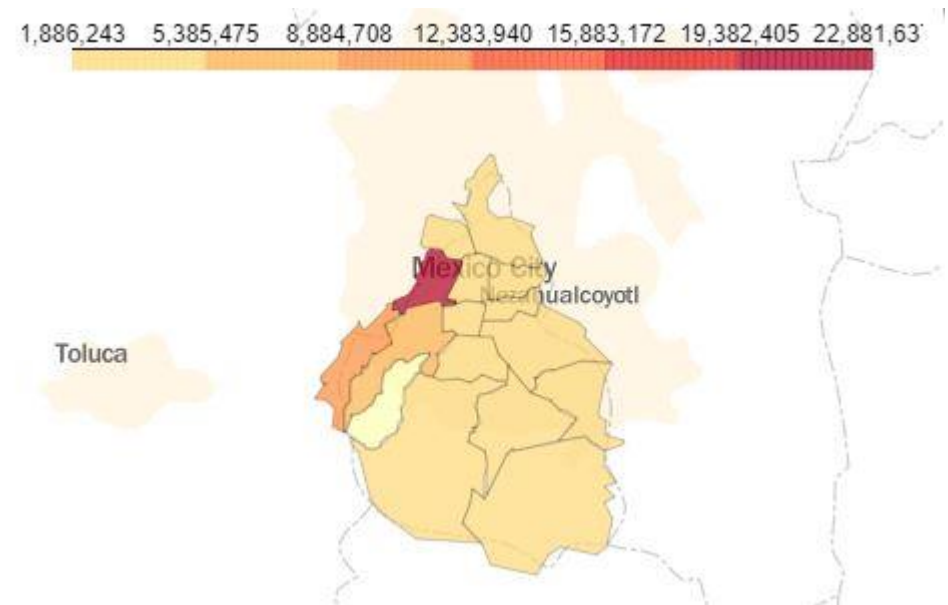
- When establishing themselves in a new city, businesses and individuals need a way to make decisions with limited knowledge
- City layout, transportation, housing, and popular venues are indicators frequently used to locate desirable parts of the city
- Businesses might want to identify locations where their target audience frequents
- Individuals might look for affordable housing with transportation close by

DATA

- GPS data on Mexico City boroughs and metro stop locations were taken from Mexico City's data portal, <https://datos.cdmx.gob.mx/explore>.
- Median housing prices were found at the Propiedades website, <https://propiedades.com/>.
- The 15 most popular venues in each borough were scraped from Foursquare.
- A dataset was created by importing boroughs, metro, and housing data as .CSV files and venues data using the Foursquare API.

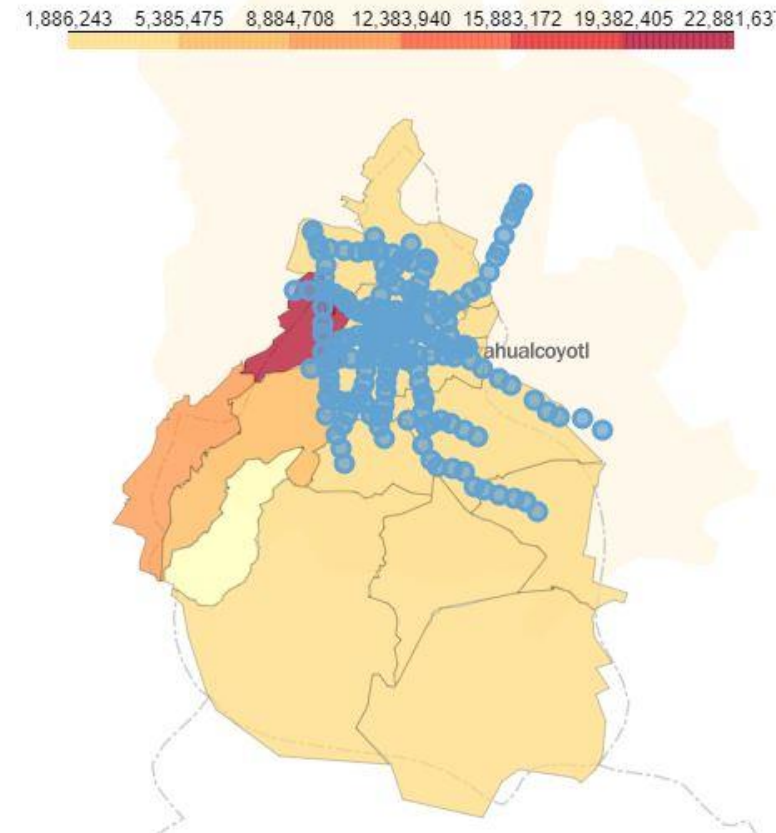
MEXICO CITY BOROUGHES

- Mexico City has 16 boroughs, called alcaldías
- Using the median housing price for each borough, I created a choropleth map
- Prices are shown in Mexican pesos; the data range from a low of 1,886,243 MXN (98,297 USD) to a high of 22,881,637 MXN (1,192,430 USD)



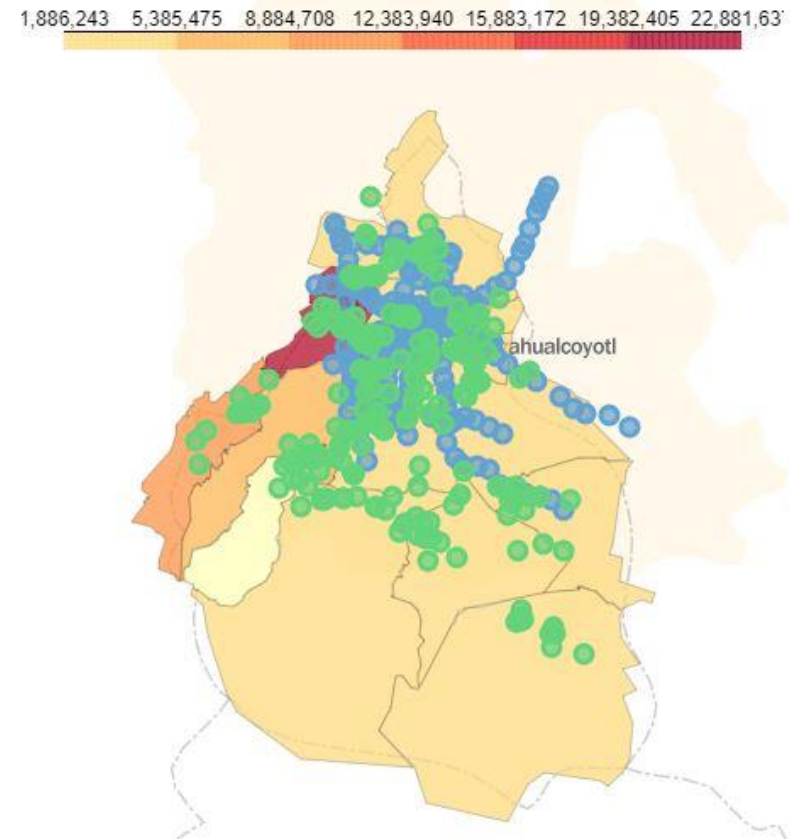
METRO DATA

- Mexico City has an extensive metro system that is among the least expensive in the world, with the price of a one-way ticket at 5 pesos, or 25 US cents
- I added GPS data on metro stops to the previous choropleth map
- As we can see, the metro extends beyond the city limits, and does not reach almost the entire southern half of the city



VENUES DATA

- Using Foursquare, I found the 15 most popular venues in each borough
- Adding these to the map, we can see that they, too, are predominantly in the northern half of the city
- Because this map is interactive, we can zoom in to see which locations are both close to public transportation and close to popular venues



CONCLUSION AND SUGGESTIONS

- The map is useful for both businesses and individuals to understand the layout and culture of the city and each borough
- As the metro data suggests, part of the larger metropolitan area lies beyond city limits. This is a major part of the city's economy and should be included in future analysis
- Roads and city parks, which might be relevant for certain audiences, are left out of the map and should be included in the future