

Introduction

Mexico City is the capital and largest city of Mexico and the most populous city in North America. Mexico City is one of the most important cultural and financial centers in the world. The city has 16 subdivisions known as boroughs or demarcaciones territoriales.

In a big city like Mexico City, there are diver interest for tourism and business, as an investor, this city represents a great opportunity to open a new restaurant near to the hotels of the central area.

Business Problem

The objective of this capstone project is to analyze and select the best location in Mexico City to open a new restaurant, using all available information to select type of cuisine and target tourist and business man.

Using all the tools on data science methodology, including data analysis and machine learning, in this project we will be answering this question:

Where in Mexico City should investors open a new restaurant?

Target Audience

This Project is useful for the investors, who are looking to open or invest in a restaurant in Mexico City, and for the government of the city in order to attract new investors in the central area.