

FINAL REPORT

A Restaurant in Mexico City

Problem

I will go with option #2 "In a city of your choice, if someone is looking to open a restaurant, where would you recommend that they open it?" Suppose a friend of mine is looking for a specific area to open a specific type of restaurant in Mexico City, I would perform an analysis similar to the one of Toronto and New York to find out the frequency of the venues of each neighborhood, then based on that I would recommend a type of restaurant to each neighborhood analyzed.

Data

I will use data from <https://datos.cdmx.gob.mx/explore/dataset/coloniascdmx/table/?sort=-entidad> in this link we find basic data of the neighborhoods and its latitude and longitude. Also I will use the Foursquare location tools we learned the last module. I will use the first 10 neighborhoods for this analysis.

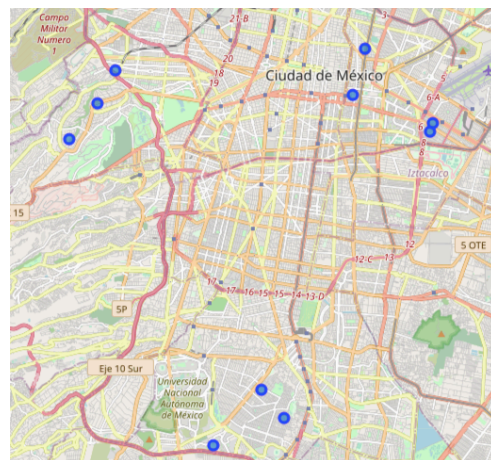
Methodology

For this problem I will use folium and geopy.geocoders and Foursquare to make a frequency analysis and determine the 10 most common venue of each neighborhood

Neighborhood

The neighborhoods I will analyze for this Project are the following:

- Lomas de Chapultepec
- Lomas de Reforma
- Del Bosque (Polanco)
- Pedregal de Santa Ursula I
- Ajusco I
- Vistas del Maruel
- Ignacio Zaragoza I
- Centro II
- Valentin Gomez Farías
- Morelos II



Venues

Using Foursquare and other tools listed in the notebook, I obtain the 10 most common venues for each neighborhood.

	Neighborhood	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Most Common Venue	7th Most Common Venue	8th Most Common Venue	9th Most Common Venue	10th Most Common Venue
0	AJUSCO I	Taco Place	Ice Cream Shop	Brewery	Café	Coffee Shop	Wings Joint	Seafood Restaurant	Board Shop	Dance Studio	Food Court
1	CENTRO II	Taco Place	Deli / Bodega	Market	Soccer Field	Candy Store	Clothing Store	Shopping Mall	Fabric Shop	Juice Bar	Diner
2	DEL BOSQUE (POLANCO)	Mexican Restaurant	Coffee Shop	Café	Ice Cream Shop	Spanish Restaurant	Taco Place	Deli / Bodega	Food Stand	Music School	Accessories Store
3	IGNACIO ZARAGOZA I	Mexican Restaurant	Taco Place	Pizza Place	Bar	Convenience Store	Park	Ice Cream Shop	Brewery	Playground	Farmers Market
4	LOMAS DE CHAPULTEPEC	Burger Joint	Restaurant	Coffee Shop	Accessories Store	Bakery	Recording Studio	Music Venue	Japanese Restaurant	Deli / Bodega	Liquor Store
5	LOMAS DE REFORMA	Gym / Fitness Center	Bakery	Fabric Shop	Dance Studio	Deli / Bodega	Department Store	Design Studio	Diner	Donut Shop	Electronics Store
6	MORELOS II	Taco Place	Beer Garden	Bakery	Pet Store	Mexican Restaurant	Café	Burrito Place	Shop & Service	Electronics Store	Convenience Store
7	PEDREGAL DE SANTA URSULA I	Taco Place	Mexican Restaurant	Soccer Field	Convenience Store	Bar	Tennis Court	Market	Coffee Shop	Laundromat	Burger Joint
8	VALENTIN GOMEZ FARIAS	Pizza Place	Taco Place	Mexican Restaurant	Bar	Wings Joint	Beer Garden	Market	Furniture / Home Store	Ice Cream Shop	Burger Joint
9	VISTAS DEL MAUREL (U HAB)	Food Truck	Burger Joint	Park	Food	Gourmet Shop	Gym / Fitness Center	Ice Cream Shop	Donut Shop	Department Store	Lounge

Results

The frequency analysis of the venues gives me enough information to recommend a specific type of restaurant to each neighborhood.

	Neighborhood	RECOMMENDATION
0	AJUSCO I	A Burger Restaurant
1	CENTRO II	Restaurant with bakery
2	DEL BOSQUE(POLANCO)	Seafood Restaurant
3	IGNACIO ZARAGOZA I	Seafood restaurant
4	LOMAS DE CHAPULTEPEC	Pizza Place
5	LOMAS DE REFORMA	Taco Place
6	MORELOS II	Japanese Restaurant
7	PEDREGAL DE SANTA URSULA I	Spanish Restaurant
8	VALENTIN GOMEZ FARIAS	Seafood Restaurant
9	VISTAS DEL MAUREL(U HAB)	Taco Place

Discussion – Conclusion

These recommendations are based on my personal opinion, for a better recommendation I need to analyze more factors, not only the frequency of venues, maybe an economic analysis. This set of tools make a frequency analysis a good way to determine several factors about a specific place. Now it depends on our imagination the kind of problems we will solve with this.