

Part 1: Introduction and Business Problem

Before deciding on moving to a new area, families, and individuals, need to analyze a vast array of information to choose the location that is best suited to their needs. It is often the case that what prompts a move is a promotion, which forces families to investigate neighborhoods that are nearer the new office to avoid a long commute. In this scenario, finding a new place can be daunting, especially if we are not familiar with the area we are moving to. Some of the factors that could play a role in this decision are the proximity to bus stops, schools, parks, or other venues.

In Mexico City, a lot of people choose to live close to their work, because of the traffic. Two of the most popular municipalities to live in are Benito Juárez and Miguel Hidalgo. In this project we will explore, study, analyze, cluster, and compare the neighborhoods of these two boroughs. The goal is to provide valuable information for individuals looking to move to any of these two areas. We will compare the neighborhoods in each borough based on the quantity and category of the venues in the vicinity. By studying the neighborhoods, we will better understand what types of businesses thrive in each area, as well as finding how they are similar or how they are different.

Background information

Both Benito Juárez and Miguel Hidalgo ranked as the best quality of life in the country, in the study "Transforming Mexico from the local", UNDP from 2015.

The HDI (Human Development Index) of Benito Juárez stands at 0.944 points. This is one of the best indexed, rivaling that of Switzerland which stands at 0.942.

In second place, Miguel Hidalgo, with an HDI of 0.917, is right on par with that of the United Kingdom, which stands at 0.918 points.

Benito Juárez Borough

Benito Juárez was created early in the 1940's. It occupies an area of 26.63 km². It's 385,439 inhabitants share it with over 2 million visitors each day. It is characterized by the intense economic activity.

According to statistical data from the 2010 census, the delegation has a population of 385,439. The population density is 14,435 inhabitants per square kilometer, with an average of 2.7 occupants per dwelling. Men represent 45.77%, and women 54.23%. The median age is 36 years.

Miguel Hidalgo

Miguel Hidalgo was created on December 29, 1970 as one of the new 16 delegations that make up the Federal District. The area that encompasses its territory is a fusion of the pre-Hispanic settlements of Tacuba, Tacubaya and Chapultepec, along with residential colonies. It houses many of the most powerful men and women in the country in the political and business sectors and has a great historical tradition.

According to statistical data from the 2010 census, Miguel Hidalgo has a total of 372,890 inhabitants. Of this number, 172,668 were men and 200,222 were women. It has a density of 7,452 inhabitants per square kilometer.