

INTRODUCTION

Background

Restaurants, although not during this pandemic, have always been one of the most visited places everywhere they exist. They offer clients with food and drinks without the need of cooking themselves, and in most cases, they allow their clients to try complicated dishes. According to a 2019 report by the National Restaurant Association, more than 1 million restaurants open their doors to the hungry public on a daily basis, making it one of the most sought out business opportunities. However, not all restaurants are successful. In fact, 60% of the restaurants close within one year, and over 80% close before four.

Problem

There are a lot of factors that cause a restaurant to fail. For instance bad finance management, having too many or too few servers, or simply not having good enough food. However, one of the most significant factors is the location of the restaurant. For instance, restaurants near historic locations tend to get a lot of clients, compared to restaurants on a little town. And since a lot of them are tourists the quality of the food is not likely to be a huge factor. Also, knowing the community the restaurant is on is also extremely important. A fancy restaurant with high prices is not likely to have a lot of success in a poor neighborhood

Interest

Prospective business owners would be the most interested in these data, since it would allow them to choose the best location for their restaurant, or the best style for their restaurant. Also, chefs and servers would be interested, since this would help them better determine whether a restaurant is likely to be successful, and if they want to start working there or not since it is not likely to last.