

Capstone Project

Opening a new Restaurant or Bar in Los Angeles

Introduction:

Los Angeles or L.A. is the largest city in California and the second largest city in United States. Los Angeles is known for its Mediterranean climate, ethnic and cultural diversity, Hollywood industry, and its sprawling metropolitan area. Personally, I will be moving there this fall to pursue my higher education. As a result, I wanted to know about this city and where are some of the famous restaurants and bars located. I was curious to know where can one open a new restaurant or a bar. Some neighbourhoods in L.A have amazing nightlife and other activities, some have famous and delicious restaurants whereas some areas have a number of food trucks which serve delicious food as well. As a result, being a foodie myself, I decided to check out various neighbourhoods where one can open a restaurant or a bar. With the help of Foursquare app, we can get a lot of information, which will make our job easier.

Business Problem:

The main objective of this capstone project is to find out which areas are better suited and will be more profitable to open a new restaurant or a bar. This project can be useful for business owners and entrepreneurs as well who are looking to invest in a restaurant in Los Angeles. The main objective of this project is to carefully analyse appropriate data and find recommendations for the stakeholders.

Data:

The data required for this project has been collected from multiple sources. A summary of the data required for this project is given below.

Neighbourhood Data:

The data of the neighbourhoods of Los Angeles was scrapped from https://en.wikipedia.org/wiki/List_of_districts_and_neighborhoods_in_Los_Angeles . The data is read into a pandas data frame using the BeautifulSoup library. The main reason for doing so is that the Wikipedia page provides a comprehensive and detailed table of the data which can easily be scraped using the BeautifulSoup library of python.

For geolocation data, we will use the Geocoding API.

Venue Data:

The venue data has been extracted using the Foursquare API. This data contains venue recommendations for all neighbourhoods in Los Angeles and is used to study the popular venues of different neighbourhoods.

