Exploring and Clustering Asian Restaurants in Austin (Introduction/Business Problem)
Author: Andersen Lin; Date: May 29th, 2020

As the capital city of the state of Texas, Austin is the cultural and economic center of the Round Rock-Austin metropolitan area. Austin is home to almost 1 million residents estimated in 2019, with around 200 thousand new residents from 2010, it is one of the fastest-growing cities in the United States [1].

Being famous for its diversity, Austin is a city with people of various ethnic and cultural backgrounds. Among the fast-growing population in the city, the Asian community has been the fastest growing one in the country since 2000 [2].

As a result, Austin is one of the ideal places for investors to put their money into a restaurant concept in the 2020s, especially in Asian restaurants. However, when it comes to starting a business in an area, there are numerous factors to be taken into consideration.

The objective of this project is to provide intuitive visualization tools to assist in the decision-making process of opening an Asian restaurant in Austin by analyzing existing ones in neighborhoods from a data science perspective.

References:

[1]. Austin, Texas, Wikipedia. Retrieved from: https://en.wikipedia.org/wiki/Austin,_Texas
[2]. The Asian Community in Austin: a Demographic Snapshot, The City of Austin. Retrieved from:
https://austintexas.gov/sites/default/files/files/Communications/Community_Engagement/AAQOL_Asian_Community_in_Austin_Snapshot_04182018.pdf