The Quest for city in US

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Introduction

Background:

- A reputed restaurant chain is planning to expand their business in United states
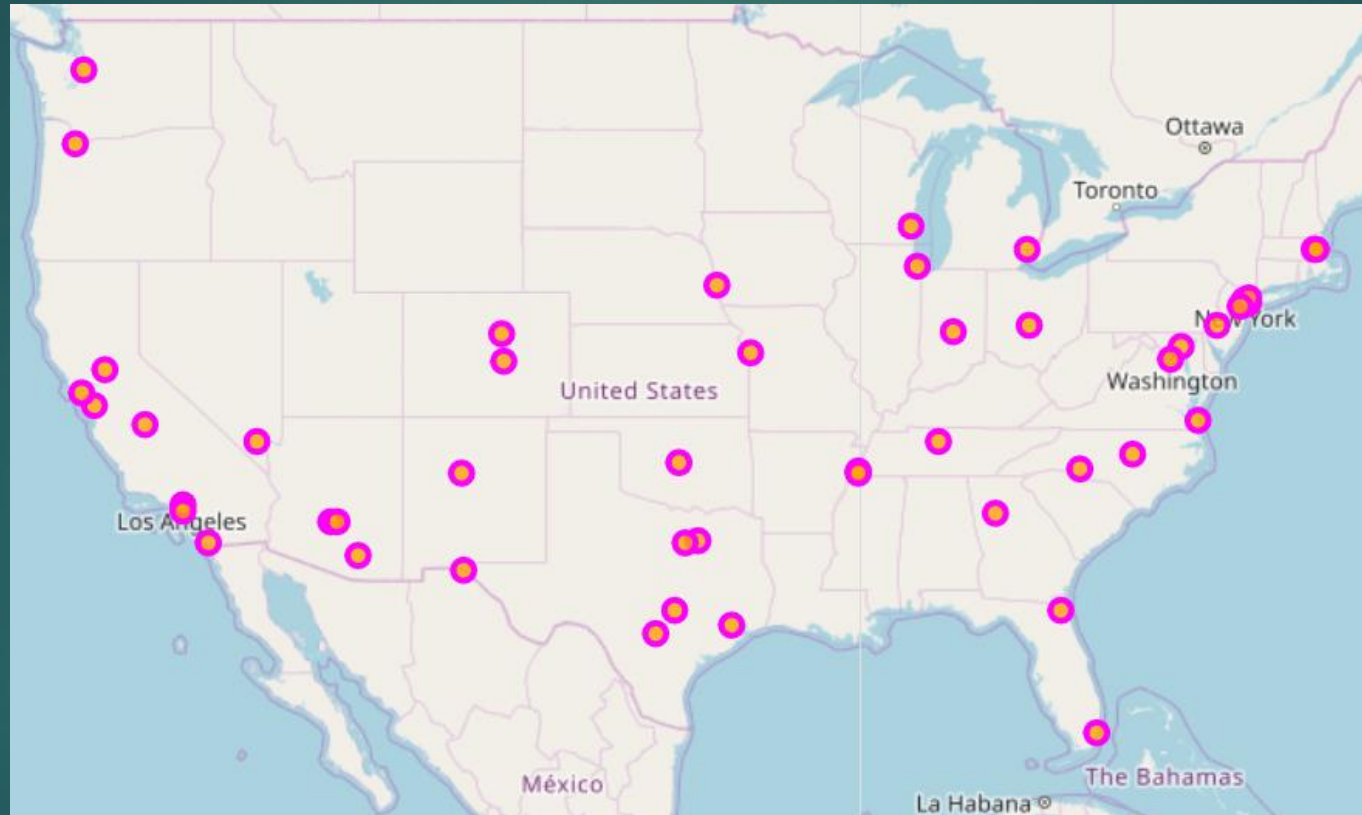
Business goals:

- To find possibly the most suitable city to open a restaurant in united states

- Find the restaurant type most preferred by the country people

Data collection and wrangling

- Details of largest population cities in United States by 2020 [WorldPopulationReview](#)

- Top 50 largest cities have been considered for this project

- City latitude and longitude information is needed from Google maps links provided in [WorldPopulationReview](#)

- The largest populated city in US is 'New York' with 8.1 million

- The least populated cities in our dataset is 'Miami' with 0.4 million population

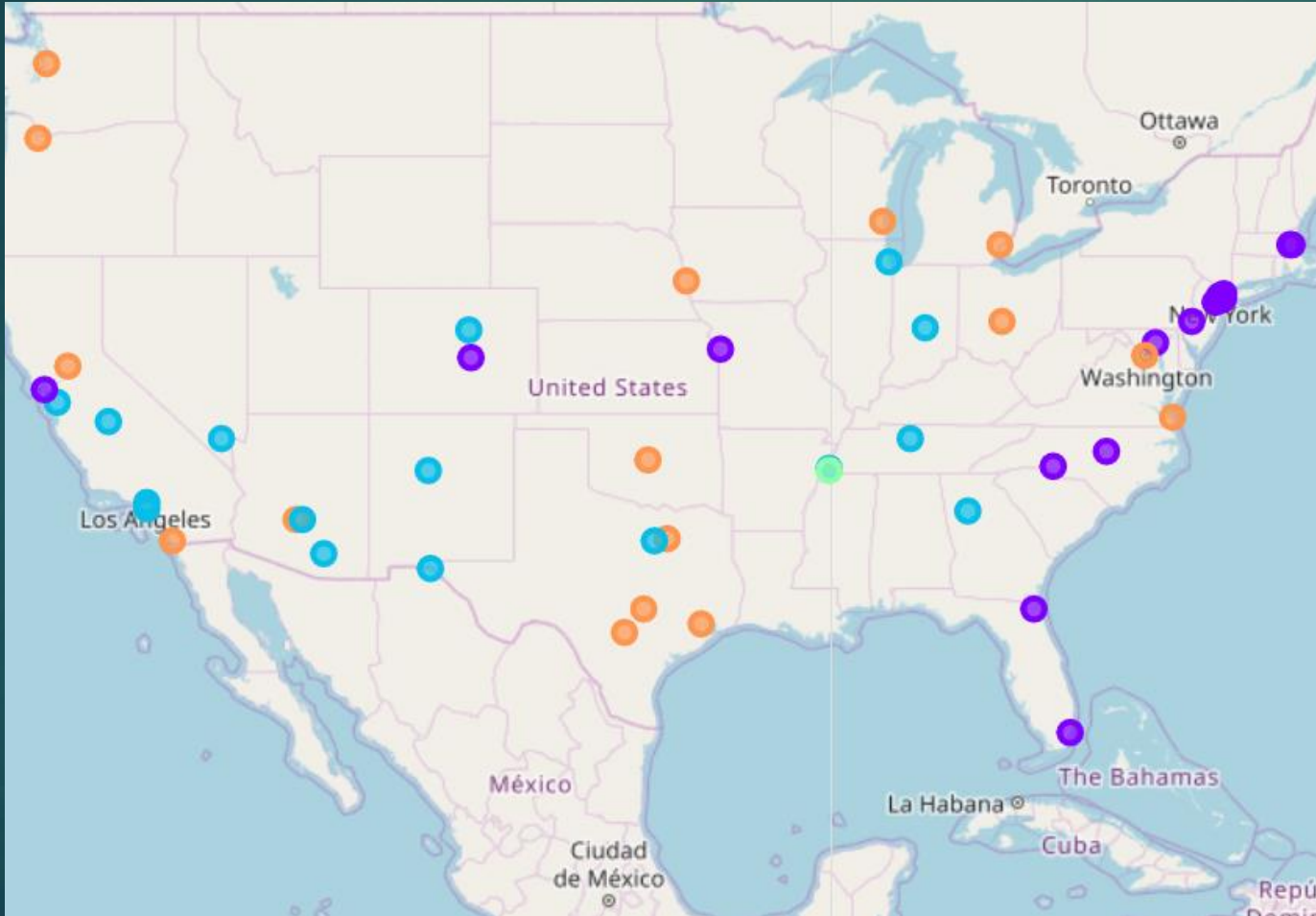- In total, 50 rows and 5 features in the raw dataset

Data visualization
(Before clustering)
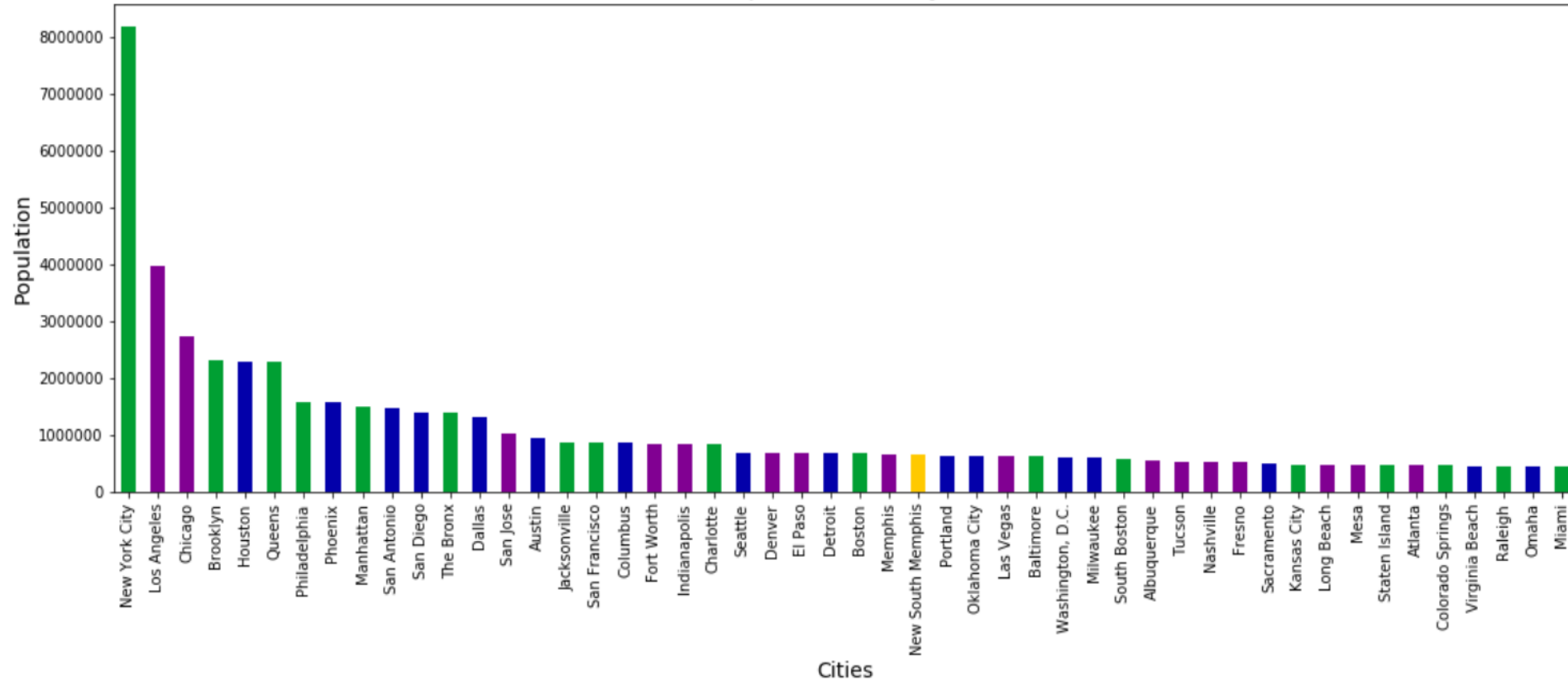

- 50 largest cities in US

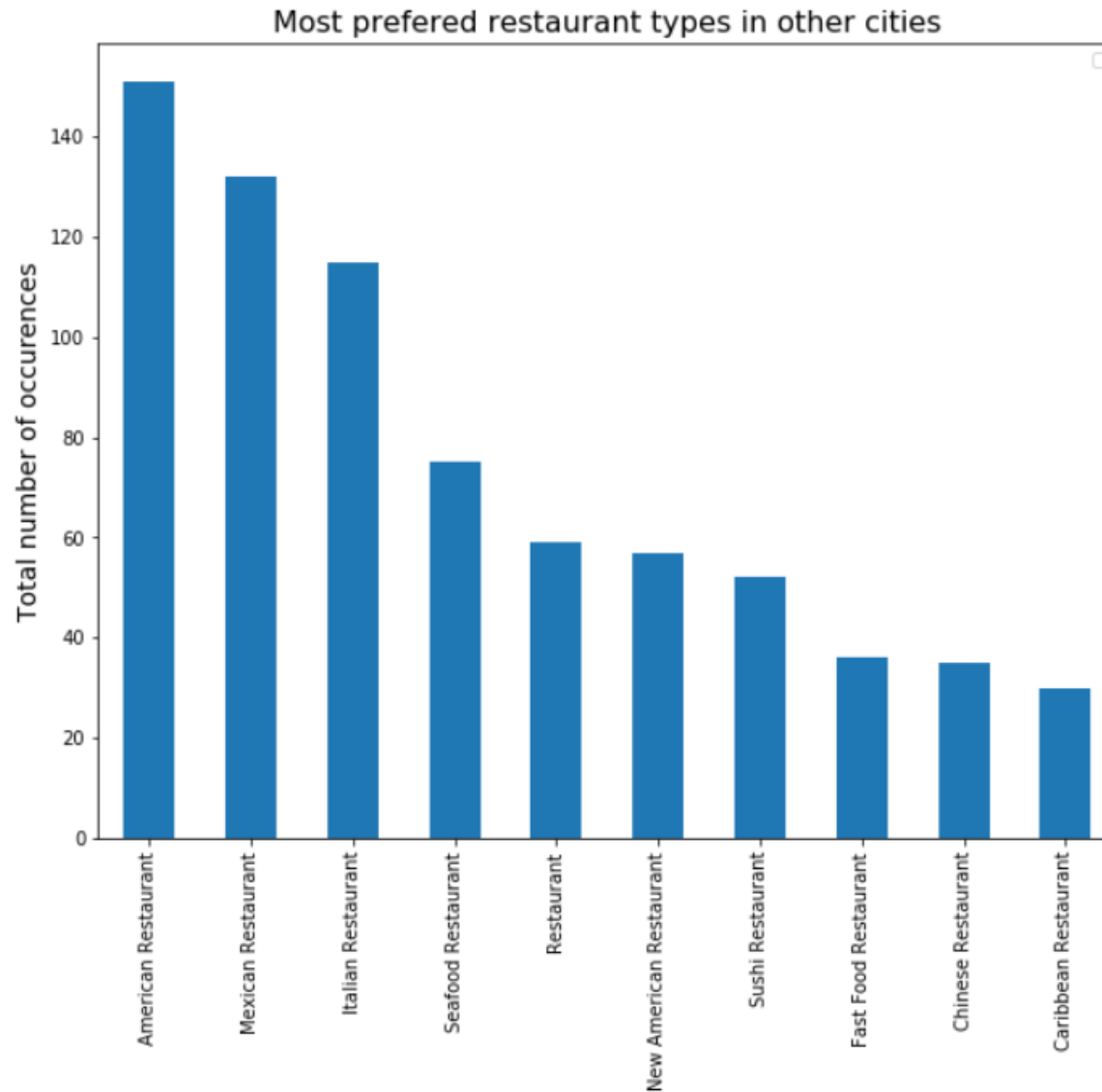# Model - Data visualization
(After clustering)

- Divided into 4 groups
- One city in green spotted with not much similarities
- New South Memphis, Cluster 3

US Populated cities by 2020

- 28th Ranked city- 'New South Memphis' population is 641,608
- Less number of restaurants in two miles radius (only 2)
- Only Chinese and Fast food restaurants

Most prefered restaurant types in other cities

- Restaurants types doing well in other cities across US
- American, Mexican & Italian restaurants being top 3
- None of top 10 restaurants present in city – "New South Memphis"

Conclusion

▶ The US City suitable for investors to open a restaurant within 2 miles from city center is "New South Memphis"

▶ Since it has only two types of restaurants, Investors can select any of the top restaurants preferred by country people

▶ Investors may also consider other own business factors such as Type of restaurant with descent investment and high returns.