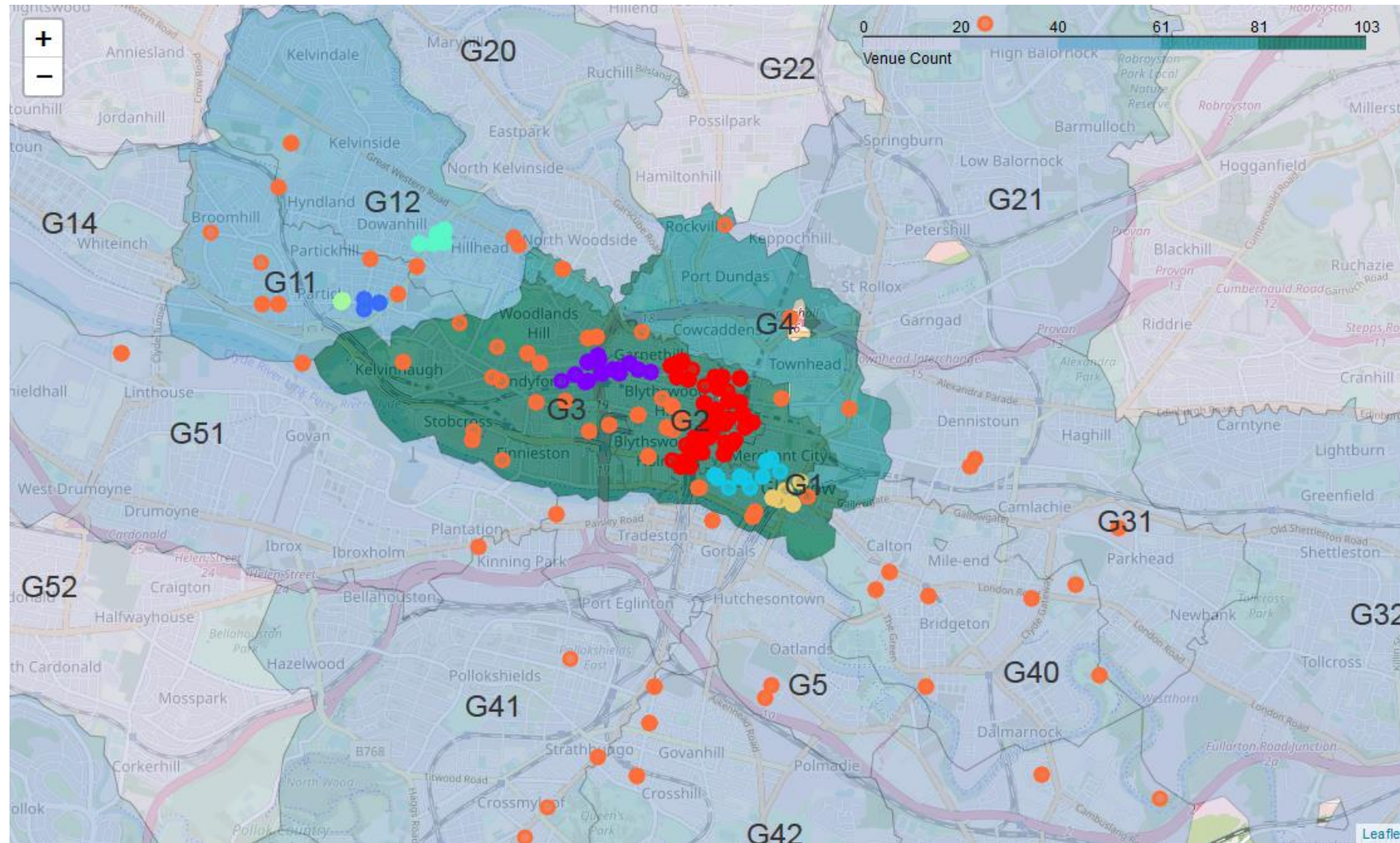# Battle of the Neighbourhoods

Capstone Project

Business Problem

- Many factors influence siting a new business venture, including location.

- Using cluster analysis on Foursquare location data identify 'goldilocks' neighbourhood to open a new venue.

- Not untried or over-saturated.

Cluster Analysis of Venues within Glasgow

Detail of More Clustered Neighbourhoods
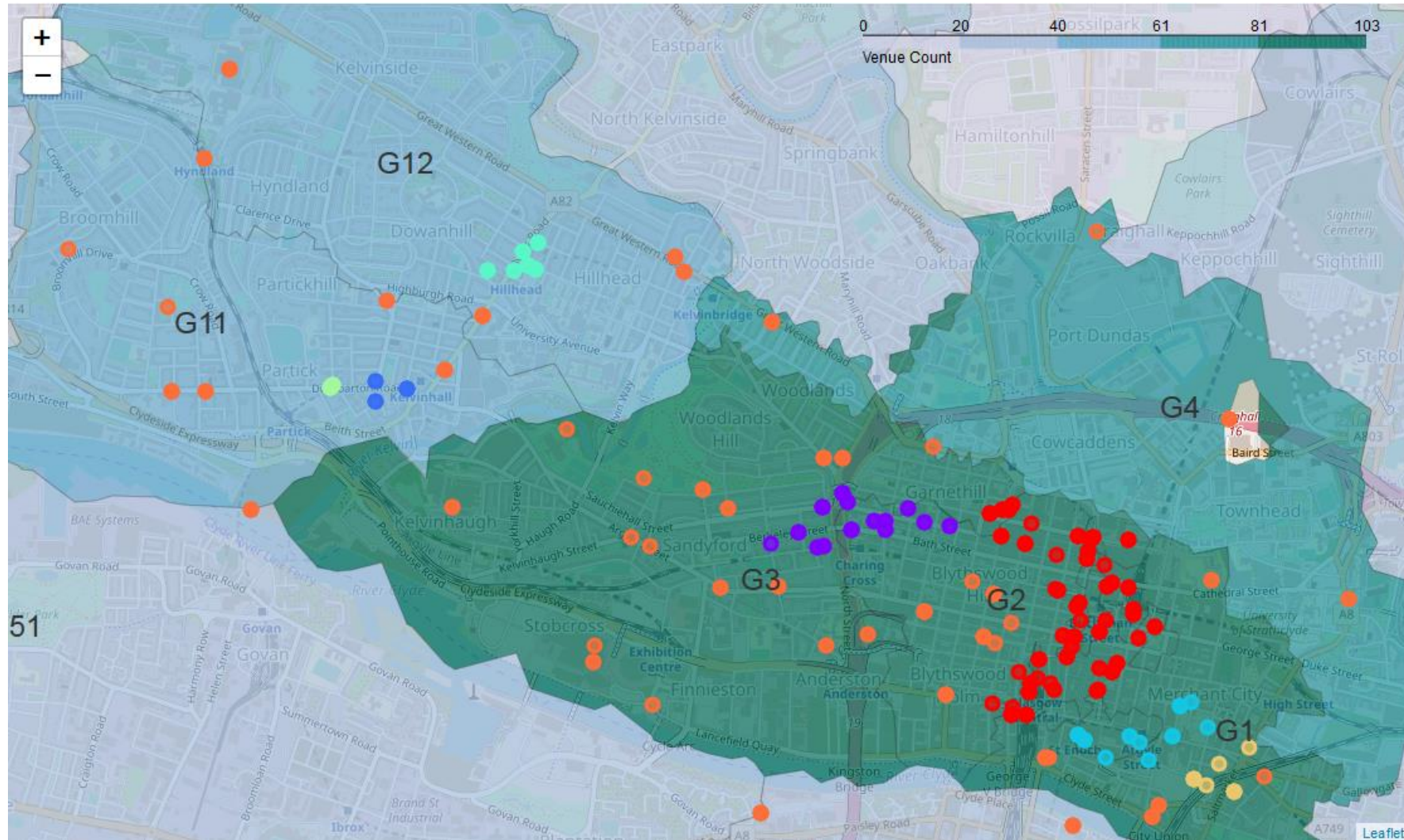
Where to Site a New Restaurant

- G1, G2 and G3 neighbourhoods highly saturated

- G13, G22, G23, G33, G34 and G52 neighbourhoods have no venues

- Clusters in G1, G2, G3, G11 and G12

- Therefore, site new venue in neighbourhood G11 or G12
  - Not untried
  - Not oversaturated
  - Of remaining neighbourhoods, already has some venue clustering, therefore a new business more likely to be viable

Further Analysis

- Ensure all venues have actually been found
- Postcode districts are quite large - postcode sectors may give deeper insight
- Location is only one factor to look at when siting a new restaurant:
  - Parking availability
  - Visibility
  - Property prices
  - Etc…