

# Best Korean BBQ Location in Jacksonville Report

I'm reporting my rationale behind my final project and the steps I took to achieve the end result.

## Introduction

1. I am originally from Atlanta, a huge melting pot with multi-cultural cuisine, and have fallen in love with Korean BBQ. Six years ago, my parents moved to Jacksonville, and I have been desperately searching for a location somewhere in the general vicinity to no avail. I plan to use location data from Foursquare to obtain the location of competitors stores. I will combine this with population demographic data for each zip code. By combining these two, I will determine the best place to build my new restaurant. The relevant stakeholders are angel investors interested in a new start-up. I hope to entice local patrons to experience this incredible cuisine.

## Data

2. I will use Foursquare location data to determine the optimal location for a new Korean BBQ restaurant based on proximity to relevant competitors. I am also using population demographic data to anticipate the most successful location based on the demographics of each zip code. Finally, I used Google maps data to find the competition outside of Foursquare's search radius to locate all competition in the greater Jacksonville area.

## Methodology

3. In order to find the demographic data I am interested in for each zip code I had to search the internet to find a website with demographic data for each zip code. I also needed to find a website that put the demographic data into a table so that pandas could easily locate the data of interest. Then I decided to use Google maps to find all the local competitors. I tried to use the Foursquare API to locate the local competitors however even with the widest radius and limit I've ever used it seemed to cap at 400 restaurants which didn't find a single competitor due to distance.

## Results & Discussion

4. All the current Korean BBQ restaurants are located directly around downtown Jacksonville. I live at the beach, which means there's no competition anywhere near me. So after looking at the demographics, it was clear that the zip code 32246 would be the best zip code to build my new store because it fits with the correct demographics.

## Conclusion

5. By combining the map with the closest competitors, along with the population demographics of each zip code in my surrounding area, I have come up with some great insights. I believe the most successful place to build my new store is on the East side of the zip code 32246, which is directly to the right of the major highway in the map I-295. By locating my store on the far East side on this zip code, it will be located as far away from local competition as possible while still being in the heart of the correct demographics. This location would also allow many patrons closer to the beach to discover this exotic cuisine for themselves. After all my research, I am confident that my decision will lead to an extremely productive and successful business while engaging new customers at the same time.