Week 4 Applied Data Science Capstone: The Battle of Neighborhoods

Business Proposal: Introduction

Background

Exploring food and restaurants is important for visitors as a majority of travelers consider food first when planning a trip, even ahead of where they sleep. When visiting a new place, people are most likely going to look for the best restaurants and food to eat by comparison. Although different people emphasize on different categories of restaurants, but the question is: in which areas of Lagos can we find these restaurants? Hence, this project aims to answer this question using a data-driven approach.

This project targets both local and foreign visitors/tourists in Lagos, Nigeria. With this project, visitors will be able to find restaurants of their choice around the neighborhoods.

Problem statements

This project seeks to find nearby restaurants for people who plan to visit Lagos. Lagos is a globally recognized technology hub and the entertainment heartbeat of West Africa. The biggest names in Afrobeat are mostly the native or adopted Lagosians, and the food scene here pulsates with equal force. Here, most of the visitors are often left with the widest choices of restaurants and venues to explore, which is very difficult, especially for people visiting Lagos for the first time. That is why it is essential to explore the areas (LGAs) to get the cities and towns in the region to help analyze the preferable restaurants at the venues nearby. Hence data-driven approaches will be employed to retrieve the following data for the analysis: neighborhoods; longitudes and latitudes of the neighborhoods; venues of restaurants in the neighborhoods; categories of restaurants in the neighborhoods and number of occurrences of restaurants in the neighborhoods.

This project will analyze the neighborhoods for Lagos visitors in finding preferable restaurants at the venues nearby. This report can also serve as a guide for entrepreneurs and investors who plan to engage in restaurants business in the city of Lagos. The methods we will use in the analysis can be employed to explore other cities or countries to solve related real-world problems.