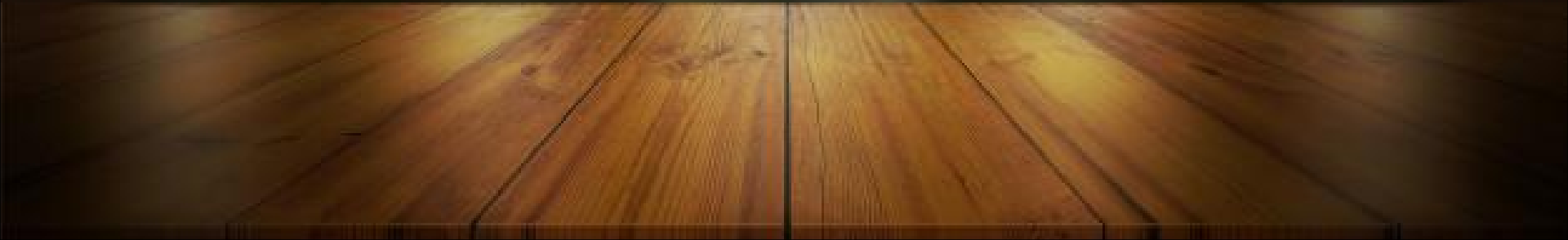


# Restaurant Opportunity Analysis:

## *An exploration of trend forecasting in Regional NSW*

The methodology behind this study was to discover current restaurant trends in Sydney, and compare to those in the fastest growing regional areas in the rest of the state. The useful application of which may identify gaps in the current market that could be filled similarly to trends seen in Sydney, thus giving investors a potential edge when looking at business opportunities.

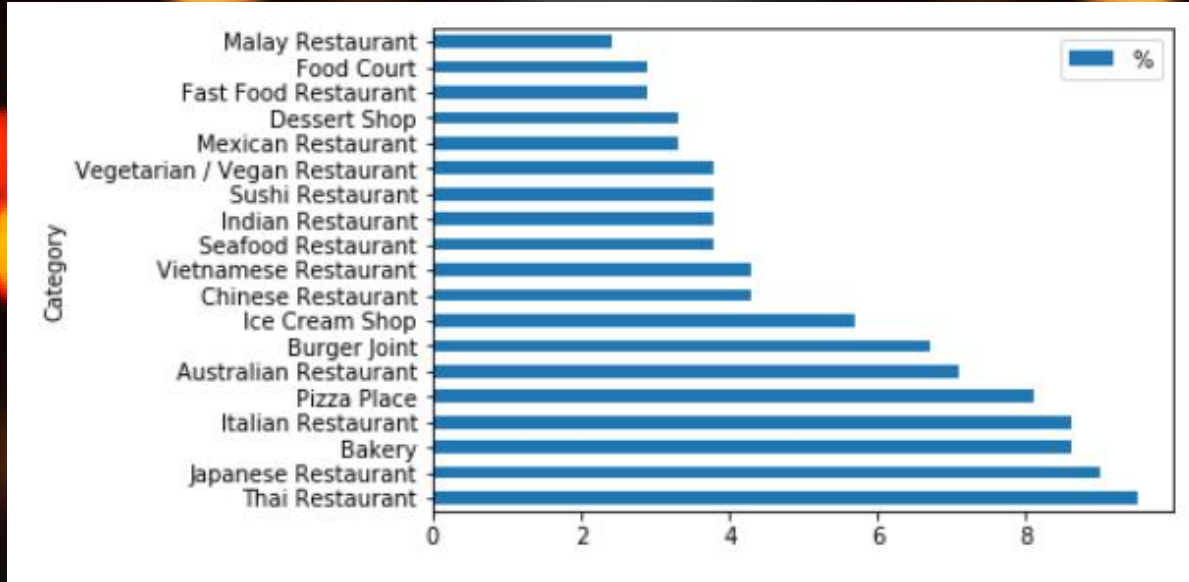


# Data Aquisition

- Using data from [blog.id.com.au](http://blog.id.com.au) it was determined that the most appropriate areas to study were Bowral, Port Macquarie, Nowra, Woolloongong, Coffs Harbour and Nelson Bay. This was based on their rate of growth over the last 5 years and proximity to the east coast.
- Restaurant trends were discovered using the Foursquare Places API across 11 of Sydney's popular dining districts and the results were collated and sorted.

This process was then repeated for the regional areas of interest.

# Sydney Trends



Once raw data was collected across the 11 chosen dining districts, it was cleaned and sorted to reveal the most popular dining trends in Sydney.

# Areas of Potential Growth

	Area	Population	5y Increase	Lat	Lng
0	Bowral – Mittagong	40,411	0.081	-34.4792	150.4181
1	Port Macquarie	48,723	0.077	-31.4333	152.9000
2	Nowra – Bomaderry	37,838	0.061	-34.8833	150.6000
3	Wollongong	306,034	0.059	-34.4278	150.8931
4	Coffs Harbour	72,541	0.058	-30.2986	153.1094
5	Nelson Bay	28,276	0.052	-32.7150	152.1511

This process was repeated for each of the towns/cities identified as areas of potential growth and the results we analysed and compared.

# Cross Analysis

	Category	Count	%	Category_BOW	Count_BOW	Category_PMQ	Count_PMQ	Category_NOW	Count_NOW	Category_WOO	Count_WOO	Category_COF	Count_COF	Category_BAY	Count_BAY
0	Thai Restaurant	20.0	9.5	Coffee Shop	4	Bakery	6	Fast Food Restaurant	5	Bakery	3	Coffee Shop	5	Bakery	3
1	Japanese Restaurant	19.0	9.0	Bakery	3	Restaurant	3	Bakery	3	Pizza Place	3	Thai Restaurant	3	Pizza Place	3
2	Bakery	18.0	8.6	Pizza Place	3	Coffee Shop	3	Sushi Restaurant	2	Australian Restaurant	2	Australian Restaurant	3	Australian Restaurant	2
3	Italian Restaurant	18.0	8.6	Australian Restaurant	2	Seafood Restaurant	3	Restaurant	2	Chinese Restaurant	2	Juice Bar	2	Chinese Restaurant	2
4	Pizza Place	17.0	8.1	Chinese Restaurant	2	Thai Restaurant	2	Pizza Place	2	Thai Restaurant	2	Japanese Restaurant	2	Thai Restaurant	2
5	Australian Restaurant	15.0	7.1	Thai Restaurant	2	Fast Food Restaurant	2	Noodle House	2	French Restaurant	2	Fast Food Restaurant	2	French Restaurant	2
6	Burger Joint	14.0	6.7	French Restaurant	2	Tea Room	1	Thai Restaurant	2	Italian Restaurant	2	African Restaurant	2	Italian Restaurant	2
7	Ice Cream Shop	12.0	5.7	Italian Restaurant	2	Sushi Restaurant	1	Coffee Shop	2	Japanese Restaurant	1	Chinese Restaurant	2	Japanese Restaurant	1
8	Chinese Restaurant	9.0	4.3	Japanese Restaurant	1	Steakhouse	1	Chinese Restaurant	2	Vegetarian / Vegan Restaurant	1	Cocktail Bar	1	Vegetarian / Vegan Restaurant	1
9	Vietnamese Restaurant	9.0	4.3	Vegetarian / Vegan Restaurant	1	Sports Bar	1	Food	1	Tapas Restaurant	1	Lebanese Restaurant	1	Tapas Restaurant	1

Several insights were discovered by analysing the entire landscape...



# Useful Insights

- DO

Vegan/Vegetarian, Burger, Vietnamese and Malaysian restaurants all presented a great long term investment opportunity in any of the chosen areas of interest. Not only did they all feature as trending cuisines in Sydney, but presented little to no competition in regional NSW.

- DO NOT

Restaurants that presented the most competition were Bakeries, Thai, Pizza and Chinese. While this is not to suggest that this kind of business would not succeed in these areas, there will be strong competition in an already saturated market.