

## The Restaurateurs Dilemma:

A restaurateur with ten years' experience in the trade has two restaurant locations serving general fare at competitive prices in the cities of Seattle Washington and Vancouver British Columbia. The Seattle location is in the neighborhood of Roosevelt in the Northern part of the city while the Vancouver location is in the neighborhood of Kitsilano in the Western part of the city. Currently they both receive average levels of patronage with each making a profit of 2,000 dollars weekly. Both the Seattle and Vancouver restaurant locations have now been open for a full three years which means that the restaurateur now has over 300,000 dollars from each location to reinvest into the business. The restaurateur is really thinking about the future and how to grow the business and sees three possible options:

Option 1: Create a new location in a new neighborhood in either city

Option 2: Change the menu from general fare to something more suited to neighborhood tastes

Option 3: relocate the restaurant to a neighborhood with other similarly priced fare

< or a combination of the options above>

To decide which of the options is best with an eye to the future, the restaurateur consults both amateur and professional restaurant reviews. Both the Vancouver Sun and Seattle Times newspapers publish a best cheap eats list for their respective cities each year.

*These lists can be found at the following web addresses:*

Vancouver Sun: <https://vancouversun.com/life/food/local-food-reviews/cheap-eats-in-metro-vancouver-dine-in-style-without-breaking-the-bank-with-map> <accessed: 12/30/18>

Seattle Times: <https://www.seattletimes.com/life/food-drink/top-18-new-cheap-eats-of-the-year-the-seattle-area-food-and-the-stories-behind-it/> <accessed: 12/30/18>

Additionally the website Foursquare publishes a top 15 cheap eats list for each city:

Vancouver: <https://foursquare.com/top-places/vancouver/best-places-affordable-prices> < accessed: 12/27/18>

Seattle: <https://foursquare.com/top-places/seattle/best-places-affordable-prices> < accessed: 12/22/18>

The restaurateur decides to compile these best cheap eats lists together to determine what can be learned about why a business might be reviewed by a professional or amateur reviewer and apply this to the decision making process about the best option for the restaurants in Seattle and Vancouver. The restaurateur will use the Foursquare API to query the neighborhoods where the best cheap eats are located as well as the neighborhoods where their restaurants are currently located to gauge what the most popular types of cuisine are and the frequency distribution of different types of cuisine in these neighborhoods. Using the resulting data the restaurateur will carefully consider options for the future of the business.