**Summary Expansion Strategy Recommendations for Kai’s Kuisine**

Kai’s Kuisine has established a strong presence in the Boulder metropolitan area as a fresh, vibrant, and healthy restaurant. As Kai’s Kuisine looks to expand, it is crucial to consider the business environment and customer preferences in potential new markets. This analysis identifies three promising locations—Tampa, Florida; Tucson, Arizona; and Nashville, Tennessee—based on customer demographics and restaurant characteristics. The findings indicate a positive correlation between customer ratings and the healthy, vibrant, and fresh sentiments expressed in reviews suggesting that Kai’s Kuisine can successfully compete in these new markets.

**Data Analysis and Key Insights**

The data analysis began with the preparation of data, focusing on restaurants that are currently open and have an above-average review count from unique Yelp users. Hence, data from restaurants in cities where customers are currently likely to try new dining experiences and leave reviews—an essential factor for the growth of businesses that are new to an area.

Census data from Simple Maps provided the following summary statistics for Boulder:

* **Average Population across Zip Codes:** 21,586.83
* **Standard Deviation of average population across Zip Codes:** 1,986.10

| **Location** | **Median Age** | **Median Income** |
| --- | --- | --- |
| **Boulder, Colorado** | **28.7** | **$81,000** |
| **Tucson, Arizona** | **33.8** | **$51,000** |
| **Tampa, Florida** | **37.1** | **$80,000** |
| **Indianapolis, Indiana** | **34.3** | **$61,000** |

This was used to then filter for zip codes within the data containing populations within ±1 standard deviation of Boulder’s average populations across zip codes. After identifying the top 10 zip codes with the most reviews from unique Yelp users—indicating active customer bases—we analyzed their median age and income to find the most similar locations to Boulder. This analysis led us to the following three key locations:Tucson, Arizona; Tampa, Florida; Nashville, Tennessee

**Demographics Comparison:Recommendations**

Boulder, Colorado, is characterized by a low median age and a high median income. The closest match is Indianapolis, Indiana, which hosts Purdue University and shares an urban vibe similar to Boulder. However, cultural differences between the Midwest and the East Coast pose potential challenges. Additionally, operational costs related to sourcing new distributors could be prohibitive, leading us to exclude Indianapolis and Tampa from consideration.

In contrast, Tucson, Arizona, is geographically close to Colorado and is a college town, similar to Boulder. Our analysis confirms that the customer segments in Tucson mirror those observed in Boulder based on demographics. Moreover, Tucson presents a more operationally feasible option for expansion.

**Implementation Plan**

The next steps in making the expansion a reality involve identifying a suitable location in Tucson, Arizona, that aligns with Kai’s Kuisine's operational needs and budgetary constraints.

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### **AI Integration**

AI was utilized to enhance the clarity and professionalism of this report. While the content was originally drafted by human analysis, the language and tone were refined using ChatGPT. Importantly, AI was not involved in any data analysis.

**Appendix**

* **Data Analysis Details**: Charts, tables, or visualizations supporting key insights.
* **Methodology**: Brief descriptions of analytical steps taken in Alteryx.
* **AI Tools and Functions Used**: Specific examples of AI application in the project.















