

Where to open a Chinese Restaurant in Chicago

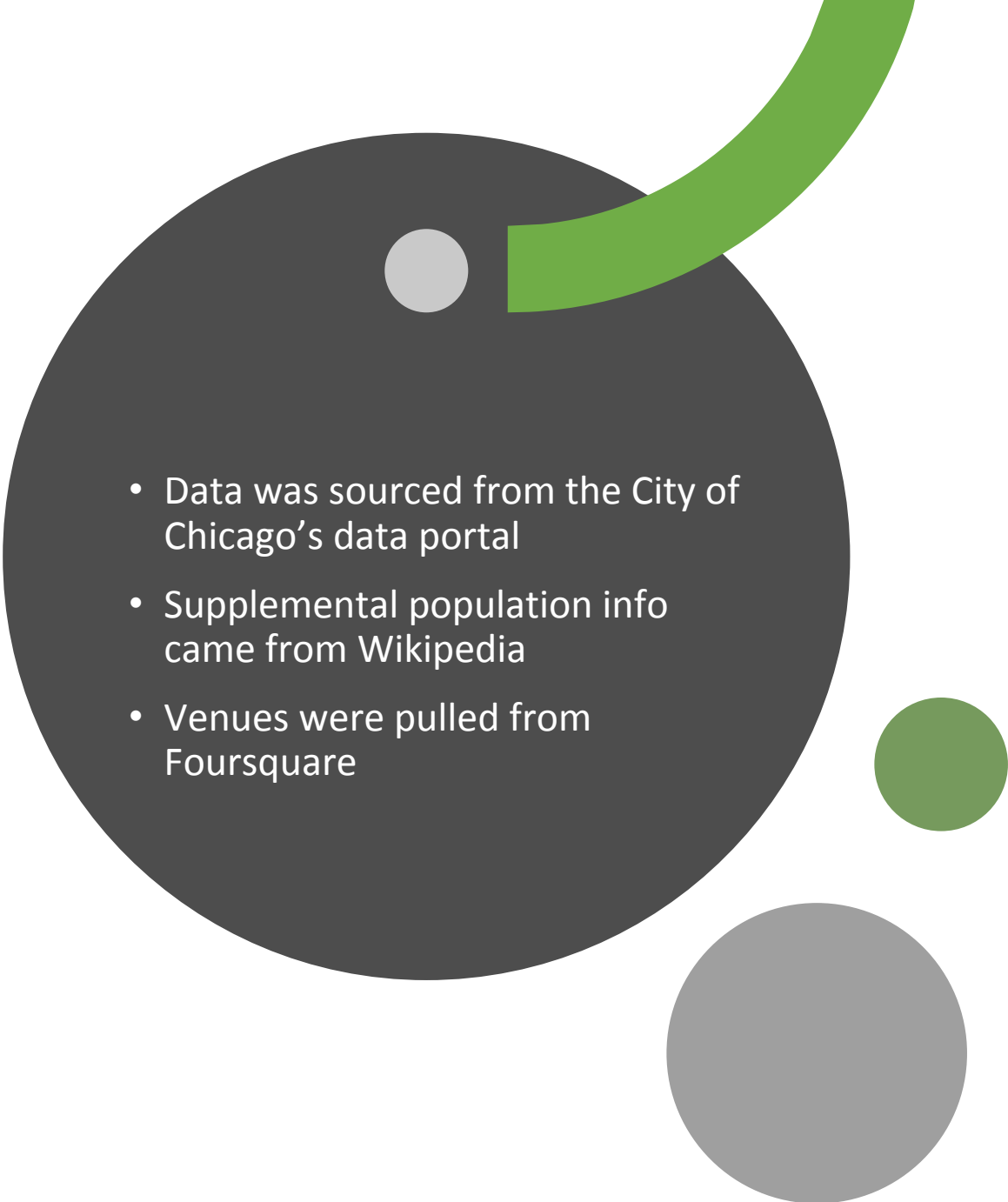
Franca Yang



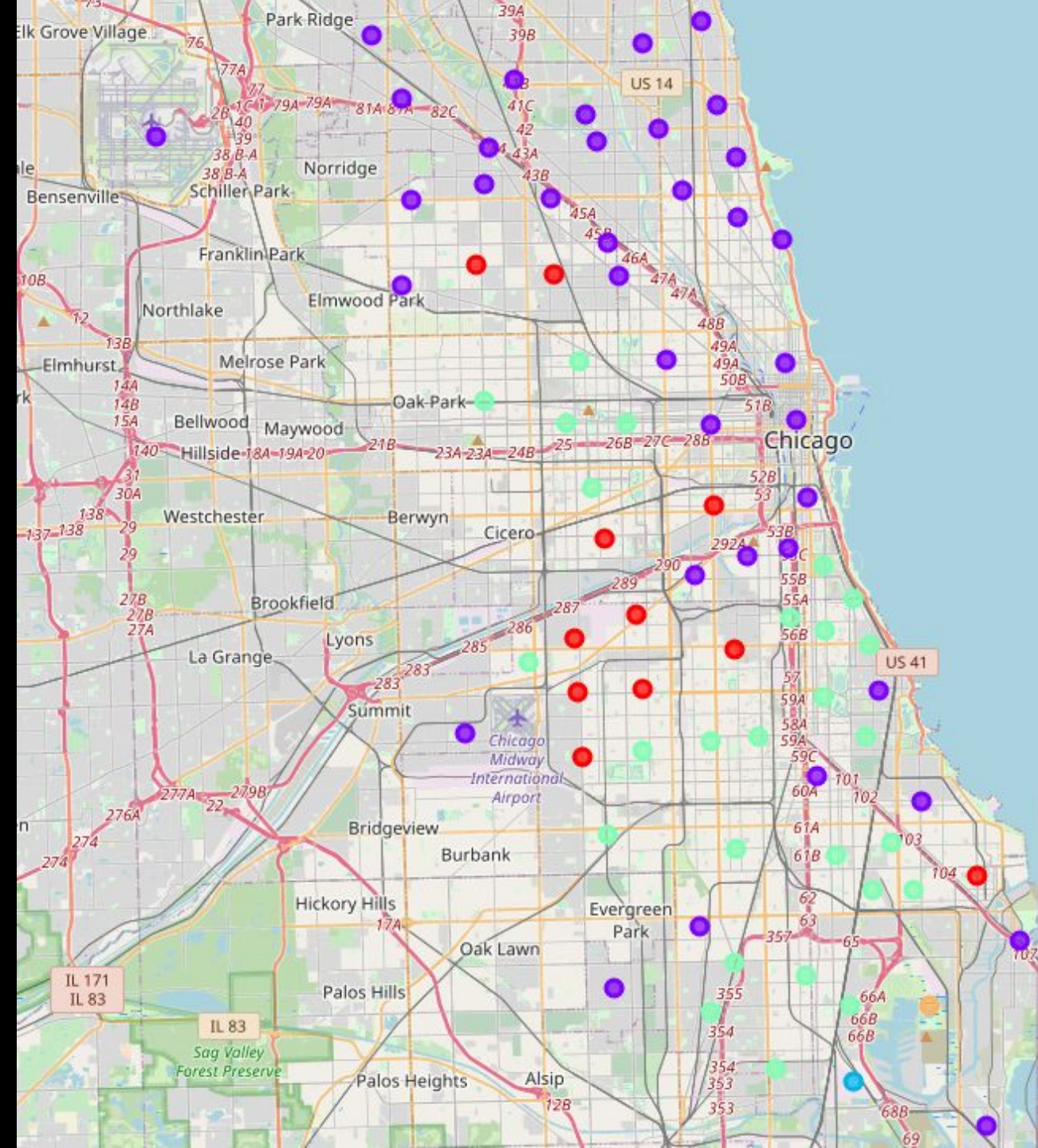
The problem

- We would like to open a high-end Chinese restaurant in Chicago
- The market is saturated in some neighborhoods
- Other neighborhoods do not have the income to welcome a pricier establishment
- Chinese restaurants would perform best in neighborhoods that are similar to where they have performed well in the past

The Data

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- Data was sourced from the City of Chicago's data portal
 - Supplemental population info came from Wikipedia
 - Venues were pulled from Foursquare

The neighborhoods in purple
have similar characteristics and
are locations that Italian
Restaurants do well in



Results

Near North Side is the ideal choice for several reasons:

- Its per-capita income is \$88,669
- If we open here, there will be 88,893 people per Chinese restaurant
- The age of its population falls into our target
- The income per person per Chinese Restaurant means that people will likely visit

Neighborhood	% Under 18 and Above 64	Per Capita Income	Cluster Labels	Chinese Restaurant	Population	Population Per Chinese Restaurant	Population Per Chinese Restaurant if Opened Here	Neighborhood Income Per Chinese Restaurant if Opened Here	Money in Target Age
Near North Side	22.6	88669	1	0	88893.0	0	88893	7.88205e+09	6.10071e+09
Lake View	17.0	60058	1	0	100470.0	0	100470	6.03403e+09	5.00824e+09
Near West Side	22.2	44689	1	0	62872.0	0	62872	2.80969e+09	2.18594e+09
Loop	13.5	65526	1	0	35880.0	0	35880	2.35107e+09	2.03368e+09
Lincoln Park	21.5	71551	1	1	67710.0	67710	33855	2.42236e+09	1.90155e+09

Conclusion

Near North Side is the clear choice for which neighborhood to open a high-end Chinese restaurant.

As a backup, Lakeview is a good option as it does not have any existing Chinese restaurants either.

