

Where to open a new restaurant in Dallas, Texas, USA

There is a saying that if someone eats out seven days a week three times a day in Dallas, Texas, they will still not be able to visit all the restaurants, cafes, and other catering industries in the area. Dallas is the city in the US state of Texas and is the ninth most populous city in the country. Dallas is also very diverse as its residents are of White, African Americans, Hispanic, Asian, and other backgrounds. Dallas is also known for its cuisine such as barbeque, Mexican, and Tex-Mex cuisine. Although, other cuisines are represented here as well: Italian, Russian, Tai, Chinese, Japanese, Indian, etc.

So what is the strategy to take when opening a new restaurant in Dallas, TX? Is it the right location, original cuisine, catchy name, or unique environment? Opening a new restaurant requires thorough analysis of an area and its neighborhoods. In this analysis I will try to answer the questions regarding location for a new restaurant.

For this analysis I will be using The list of Dallas Neighborhoods from Wikipedia: https://en.wikipedia.org/wiki/List_of_neighborhoods_in_Dallas. I will focus on the following factors:

- latitude and longitude of each neighborhood
- clustering neighborhoods according to the restaurants presented in each area
- analyzing each cluster and make a decision
- Fetching 50 nearby restaurants from Foursquare in each neighborhood within 2 miles

References:

- <https://en.wikipedia.org/wiki/Dallas#Demographics>
- https://en.wikipedia.org/wiki/List_of_neighborhoods_in_Dallas