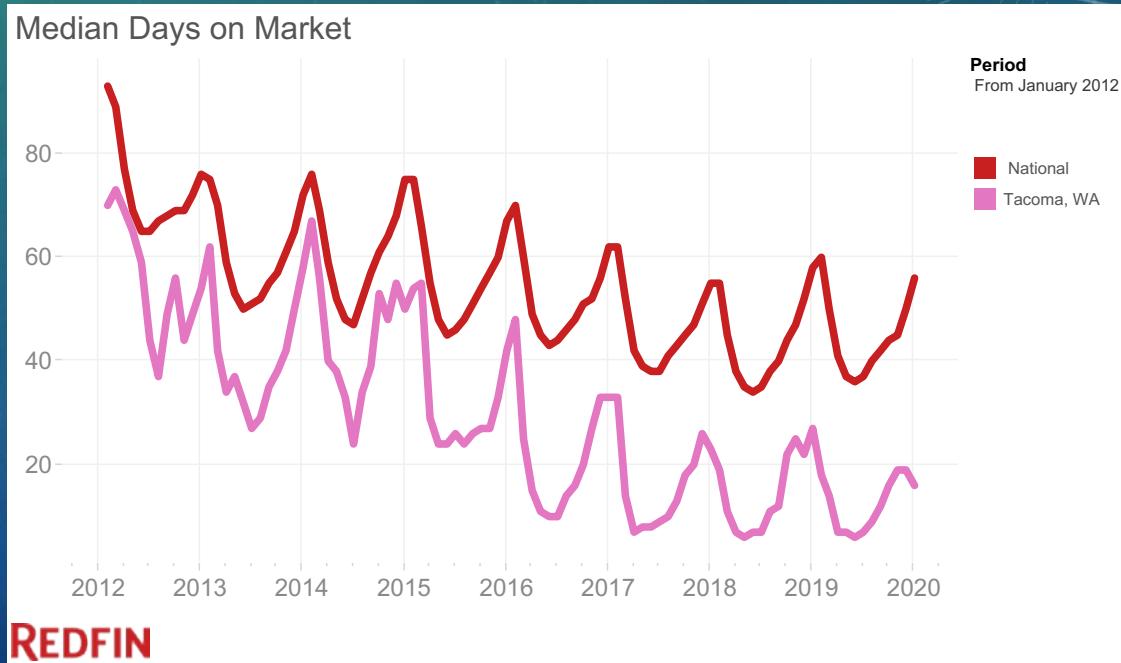
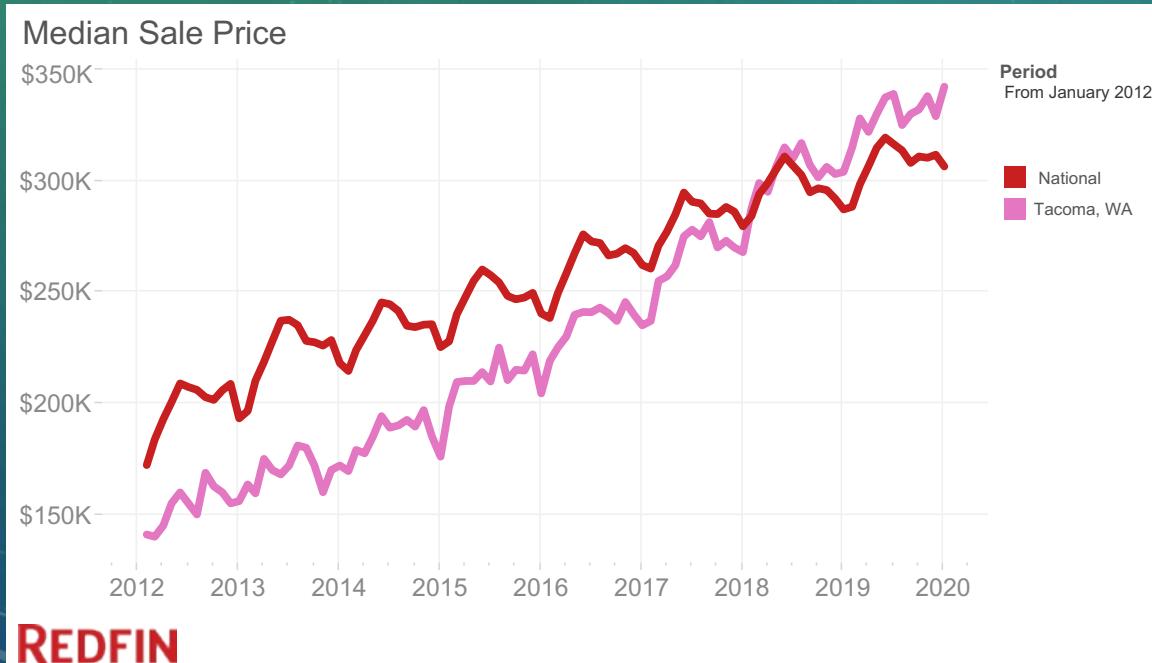


TACOMA RESTAURANT OPENING



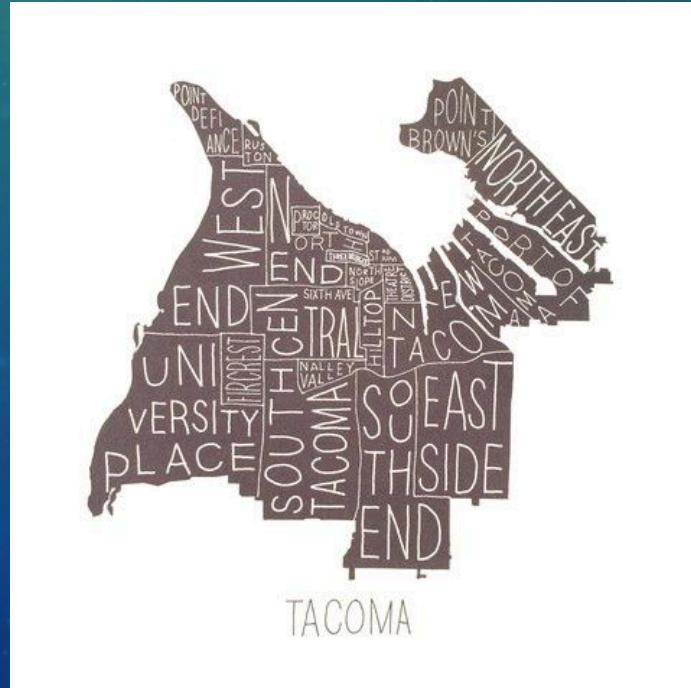
INTRODUCTION

- What city should a new restaurant be opened in the US?
 - Where is the hottest housing market in the USA? (least days on market)



PROBLEM

- If opening in Tacoma...
 - What are the most common restaurants?
 - Are there any differences between Tacoma and Seattle?
 - Where to open the new restaurant?



ZIP CODE DATA

- Zip Code database:
 - Includes City Name, Alternative City Names, Latitude & Longitude
 - Only use Standard (Unique includes PO boxes & businesses)
 - Filter for Tacoma/Seattle

zip	type	primary_city	acceptable_cities	state	county	area_codes	country	latitude	longitude	irs_estimated_population_2015
98466	STANDARD	Tacoma	Fircrest, University Pl, University Place	WA	Pierce County	253	US	47.22	-122.54	25540
98467	STANDARD	University Place	Tacoma, University Pl	WA	Pierce County	253	US	47.20	-122.54	14260
98492	STANDARD	Tacoma	Lakewood	WA	Pierce County	253	US	47.12	-122.55	0
98498	STANDARD	Lakewood	Tacoma	WA	Pierce County	253	US	47.15	-122.56	25140
98499	STANDARD	Lakewood	Joint Base Lewis Mcchord, Lewis Mcchord, Mccho...	WA	Pierce County	253	US	47.16	-122.50	27140

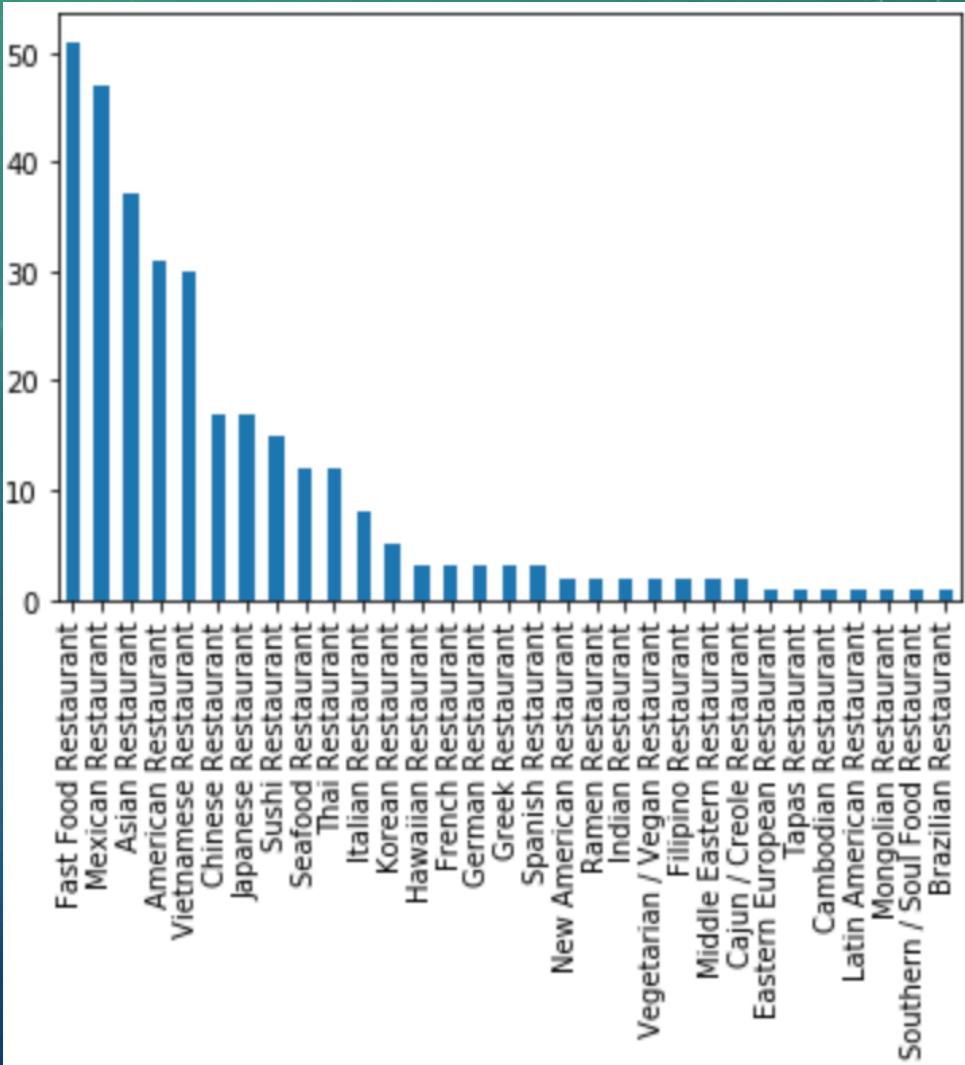
FOUR SQUARE DATA

- List of Venues in Tacoma and Seattle
 - Use Zip Codes for Neighborhood, Latitude & Longitude
 - Only pull food venues by using category ID

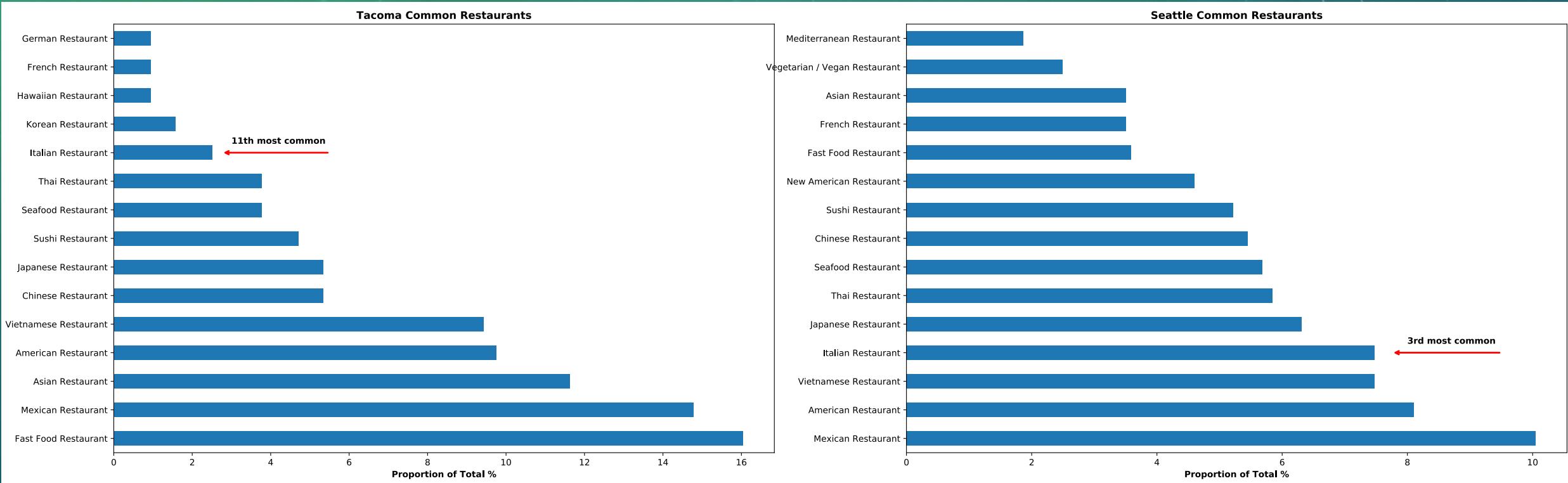
(625, 7)							
	Neighborhood	Neighborhood Latitude	Neighborhood Longitude	Venue	Venue Latitude	Venue Longitude	Venue Category
0	Tacoma1	47.26	-122.44	Over the Moon Cafe	47.257328	-122.441662	American Restaurant
1	Tacoma1	47.26	-122.44	The Matador	47.256636	-122.439188	Mexican Restaurant
2	Tacoma1	47.26	-122.44	Corina Bakery	47.258098	-122.444674	Bakery
3	Tacoma1	47.26	-122.44	Stink Cheese & Meat	47.257622	-122.442825	Deli / Bodega
4	Tacoma1	47.26	-122.44	McMenamins Elks Temple Main Pub	47.257967	-122.440578	American Restaurant

TACOMA RESTAURANTS

- The most common restaurant types in Tacoma
 - Fast Food
 - Mexican



TACOMA VS. SEATTLE

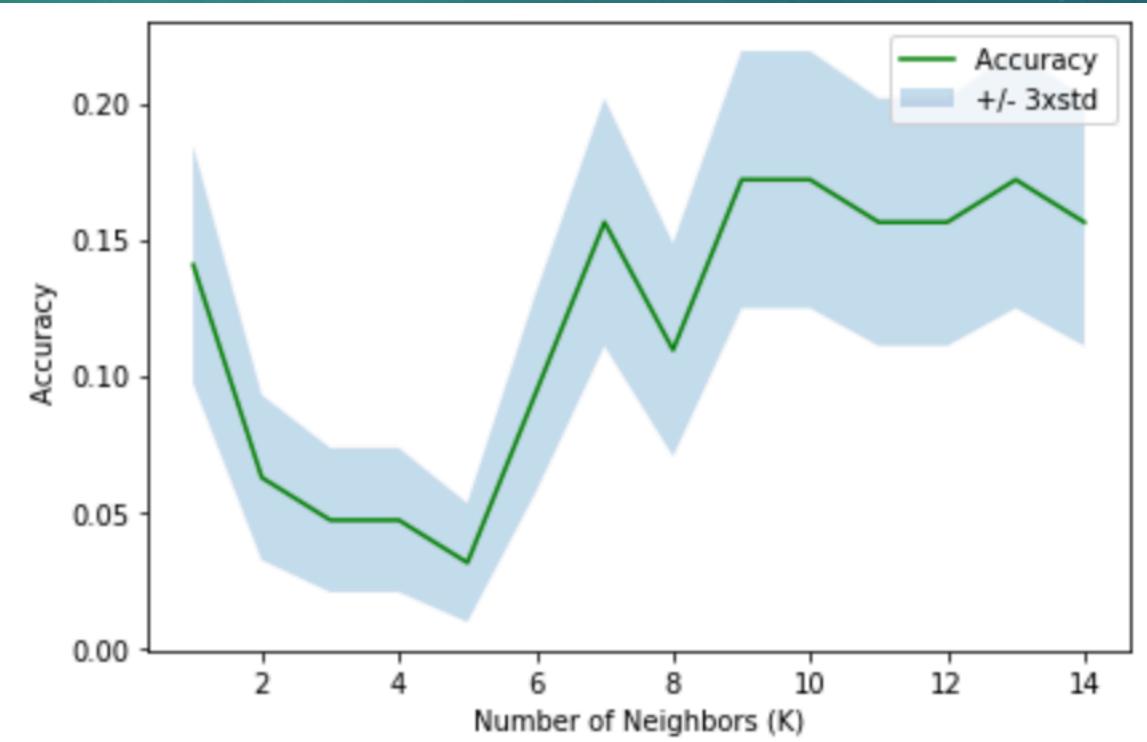


RESTAURANT SELECTION

- Based on initial distribution, Tacoma and Seattle have similar restaurant types.
- Two main differences arise:
 - Tacoma has significantly less Italian Restaurants
 - Seattle has significantly less Fast Food Restaurants
- Most popular restaurant in Tacoma:
 - Mexican Restaurant (not including fast food)

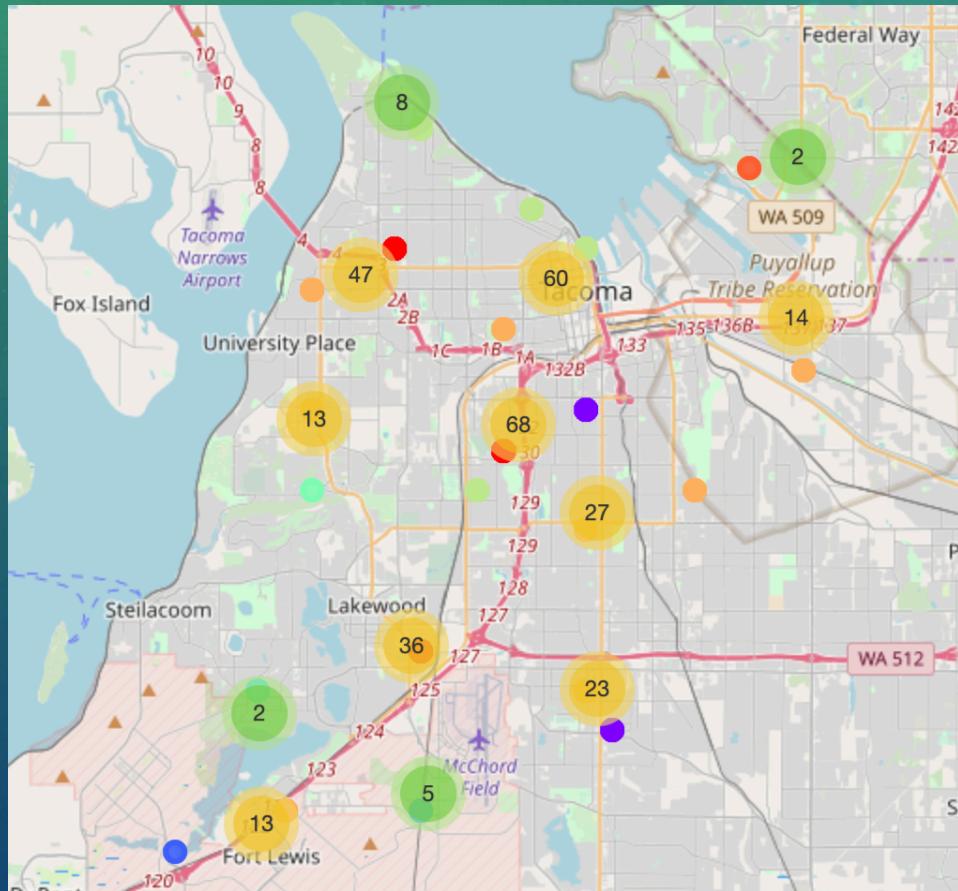
PLOTTING OF RESTAURANTS

- How to group Tacoma neighborhoods (22 neighborhoods)?
- K-means Clustering
 - Most accurate = 9

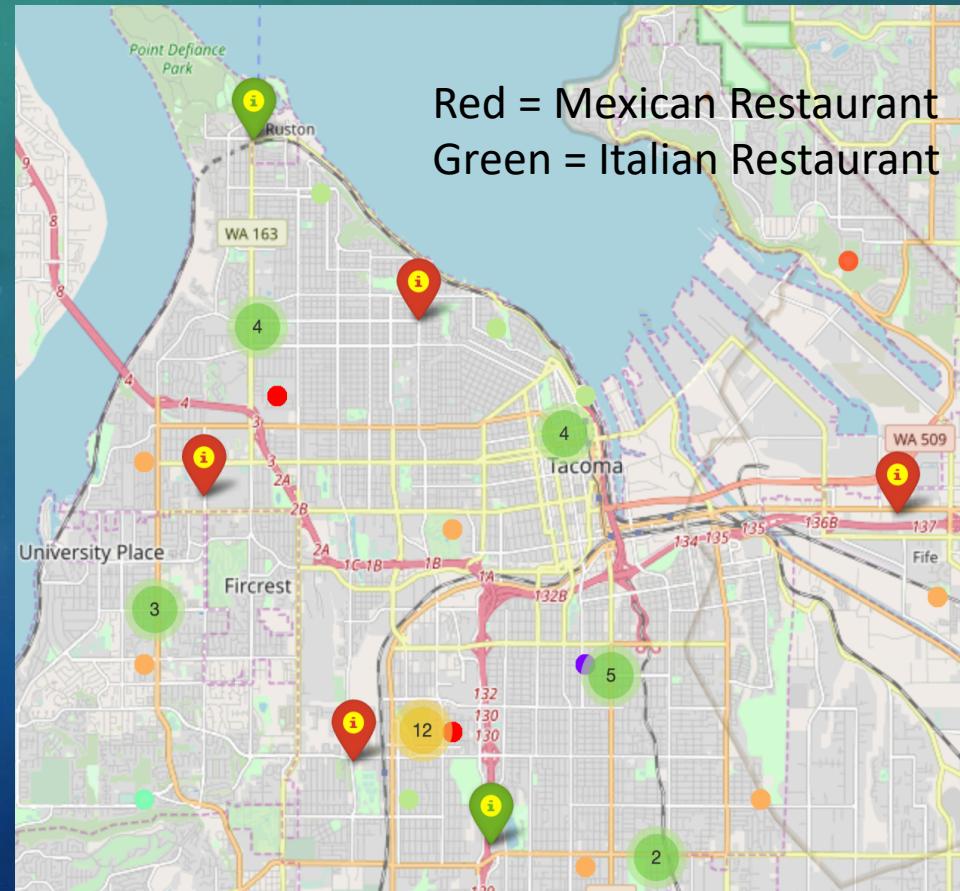


RESTAURANTS AROUND CLUSTERS

Overall Restaurant Distribution

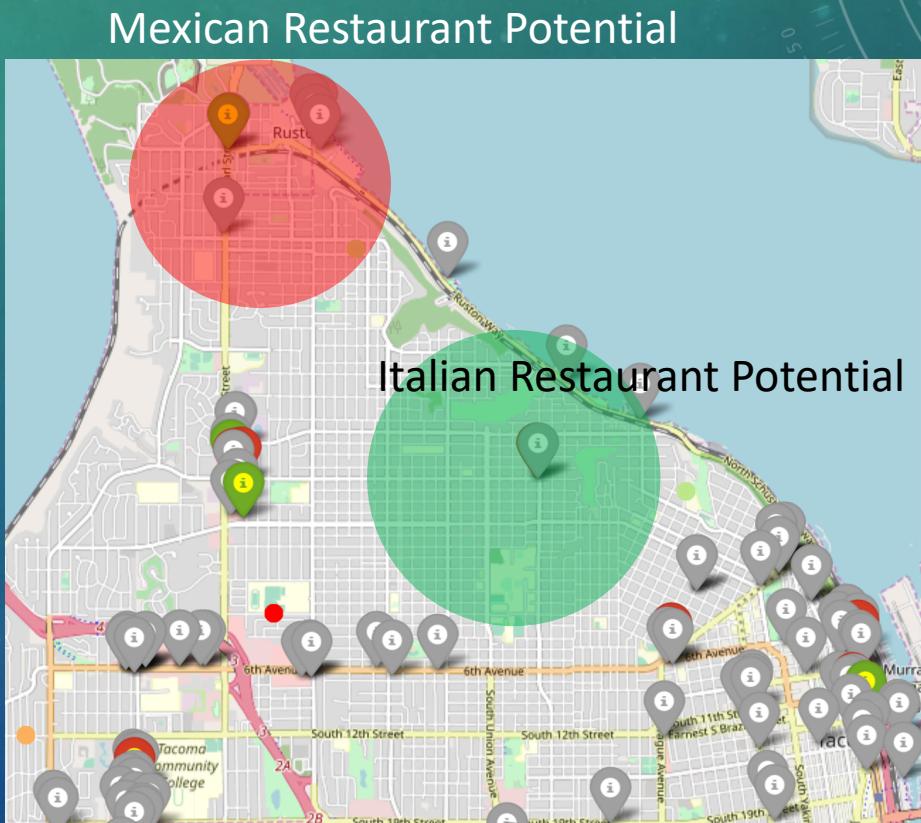


Mexican & Italian Restaurants



OVERALL RESTAURANT DISTRIBUTION

- Italian (green icon) and Mexican (red icon) distributions around Tacoma
 - Lack of Mexican restaurants in North
 - Lack of Italian (or any) restaurants in Central area



FINAL DECISION

- Mexican Restaurants
 - The most common restaurant in Tacoma aside from Fast Food
 - Lack of Mexican restaurants in northern tip of Tacoma
 - **Open Mexican restaurant in north to optimize potential returns**
- Italian Restaurants
 - Significantly less common in Tacoma compared to Seattle
 - Tend to be located near water
 - **Open Italian restaurant in central area of Tacoma to optimize potential returns**