

## **Courser capstone**

Locations with few competitions to open a restaurant in the city of  
Lagos, Nigeria

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## **Introduction**

Lagos city is Nigeria's largest city and the most populous city in Africa with a population of over 21 million. The city is known for its liveliness caused by the hustle and struggle of busy residents giving it a commercial vibrancy as well as making it the land of entrepreneurship in Nigeria. Termed as 'the 7th fastest growing city in the world' by Heinrich-Boll Stiftung, Lagos' economy is diversified in manufacturing, transport, construction, service, wholesale, and retail sectors. The city is home to Africa's largest and busiest ports and it also accounts for over for over 60 percent of the industrial and commercial ventures of Nigeria. The Economist states that annually Lagos State, home to Lagos City, generates \$90 billion dollars in goods and services. The city is a major financial hub and has the highest GDP in the continent. If it were a country, Lagos State economy would be 7th in Africa, making it bigger than Kenya and Ghana.

Living and Working in the big city is a dream and also a nightmare for anyone who wants to take themselves out of a life of poverty. According to the World Bank, Africa's cities are quickly gaining in population with its urban areas containing up to 472 million people. The number is expected to double over the next 25 years. With a large population all vying to make money, these cities become the engine of the country, generating wealth, creating jobs and spurring innovation.

Citizens of a country who live in all of these big cities hardly have time to cater for themselves and their families, a large chunk of their time Is spent in the busy and long traffic, work and sleep, few of city people have time for rest, fun and sleep, they come back late for work and wake up early for work. They therefore depend on assistant on basic chores such as laundry, cooking, cleaning etc. Restaurants and fast food/drink shops are therefore a major business in big cities, they are found in every nook and cranny of every big cities, a prospective restaurateur need the

right location to open up a new restaurant to attract customers and make profit which is the objective of this capstone project.

## **Business Problem**

The objective of this capstone project is to analyze and select the best locations in the city of Lagos, Nigeria to open a new restaurant. Using data science methodology this project aims to provide solutions to answer the business questions:

- Which Locations have more and less restaurants and fast food spots
- Which Locations are recommended to open up a new restaurant in the city of Lagos

## **Target Audience of this project**

This project is particularly useful to property developers and investors looking to open or invest in restaurant business in Lagos state, it will also be useful for restaurant owners who just want to open up a new branch of their established business. This project is also important to town planners and ministries etc. as results of the project will give them an insight on the clusters and locations of restaurants around the state.

## **Data**

To solve the problem, we will need the following data:

- List of neighborhoods in Lagos state.
- Latitude and longitude coordinates of those neighborhoods.
- Venue data i.e. data related to restaurants and fast food joints.