

Coursera capstone

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

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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.

Results

- ▶ The results from the binning of restaurant numbers in each category showed that:
- ▶ Neighborhoods in the Islands of Lagos state contain the highest number of restaurants with Victoria Island being the highest
- ▶ Areas around the capital city; Ikeja, contain moderate number of restaurants
- ▶ While a lot of other neighborhoods have low to very low numbers of restaurants compared to the above categories.

Conclusion and Discussion

- ▶ A lot of restaurants are concentrated on the island in Lagos state with about 35 in Victoria Island which is the highest number in our analysis, 27 in Marina another neighborhood on the island of Lagos state, the next neighborhood with a very high number of restaurants is Obalende which is just about a 5-minute drive from Lagos Island, so it suffices to say that from the analysis above, restaurants are concentrated in the islands of Lagos and its environs. This is due to the fact that the islands of Lagos are the most affluent neighborhoods of Lagos state and majority of business districts, headquarters of large businesses in Nigeria are located on the islands.

Conclusion and Discussion

- ▶ on the other hand moderate number of restaurants are in opebi and its environs, opebi which is situated in Ikeja the capital city of Lagos state, this number of restaurants is expected as Ikeja houses some affluent locations and expensive destinations also. whereas a lot of other neighborhoods have very low to low number of restaurants, in fact some streets in Lagos have one restaurant, these are the potential areas for investors and real estate managers to build prospective restaurants, neighborhoods like Eyita, Ikorodu, Olojo amongst others.

Recommendations

- ▶ Real estate managers and investors should target neighborhoods with moderate to low numbers of restaurants to start a restaurant business in
- ▶ Restaurant owners should consider opening a branch of their already established business in neighborhoods with low number of restaurants.