PREDICTING OPTIMAL LOCATION FOR A RESTAURANT

1. INTRODUCTION TO THE BUSINESS PROBLEM

1.1 BACKGROUND

Alberta is a province in Canada. It has a population of about 4 million and is termed as Canada's fourth most populous province. It includes 19 cities like St. Albert, Edmonton, Lethbridge, Calgary, Red Deer, Brooks, etc. Calgary is the largest city of Alberta. It has population exceeding 1 million and is the home to Canada's second-highest number of corporate head offices among the country's 800 largest corporations.

1.2 PROBLEM

This project will try to find an optimal location for opening a multi-cuisine restaurant in Calgary (as it is the largest city and also the corporate hub). Optimal location implies that there are fewer numbers of restaurants of the same type. Also, it will be beneficial if the location is a hub of corporate offices or colleges.

1.3 INTEREST

This report will specifically be targeted to the stakeholders who are looking for opportunities in opening a restaurant in Calgary.