

# BATTLE OF THE NEIGHBORHOODS

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- ▶ A large company that owns various restaurant chains having diverse menus is interested in growing their business further in North America.
- ▶ Senior management is interested in exploring the business opportunities of upscale restaurants.

## THE BUSINESS PROBLEM

- ▶ North America is a continent with only three countries having diverse cultures: Mexico, United States and Canada.
- ▶ This project will explore the high-end neighborhoods in order to determine whether there is a clear target market and business opportunity for additional upscale restaurants.
- ▶ In order to narrow the focus of exploration on the continent, the neighborhoods of the capitals of these three nations will be explored.

## FOCUS ON NORTH AMERICA

- ▶ Foursquare location data will be used for the analysis of the neighborhoods in the 3 national capitals.
- ▶ Geographical data for the analysis of the neighborhoods was collected from various internet sources:
  - Wikipedia
  - Washington.org
  - Tripsavvy.com
  - Geonames.org
  - Gps-coordinates.org
- ▶ Manual Cleansing of the Data

## DATA FOR THE ANALYSIS AND HOW IT WILL BE USED

- ▶ Model Used in the Analysis: K-Means
- ▶ Modelling Approach
- ▶ Jupyter Notebook with Python 3.0
- ▶ Steps performed
- ▶ Applying K-Means
- ▶ Results of the Models

# EXPLORATORY DATA ANALYSIS

- ▶ As stated previously, senior management is interested in exploring the business opportunities of upscale restaurants.
- ▶ After analyzing the clusters, neighborhoods were chosen which appear to have potential to be a site for a new upscale restaurant.
- ▶ Criteria:
  - Potential ambiance of the neighborhood
  - Few or no restaurants in the neighborhood

## CONCLUSIONS

- ▶ Additional analysis is recommended to determine the ideal sites for new upscale restaurants.
- ▶ Since this project had a relatively tight timeframe, additional analysis also should be performed in order to confirm the correct names of the boroughs and neighborhoods in Ottawa that are associated with the postal addresses.
- ▶ Other factors to be considered:
  - City zoning regulations for new restaurants
  - Construction costs in each city
  - Workforce availability and culinary talent of available chefs

## FUTURE DIRECTIONS