



Finding optimal location
for a restaurant in St.
Louis, MO

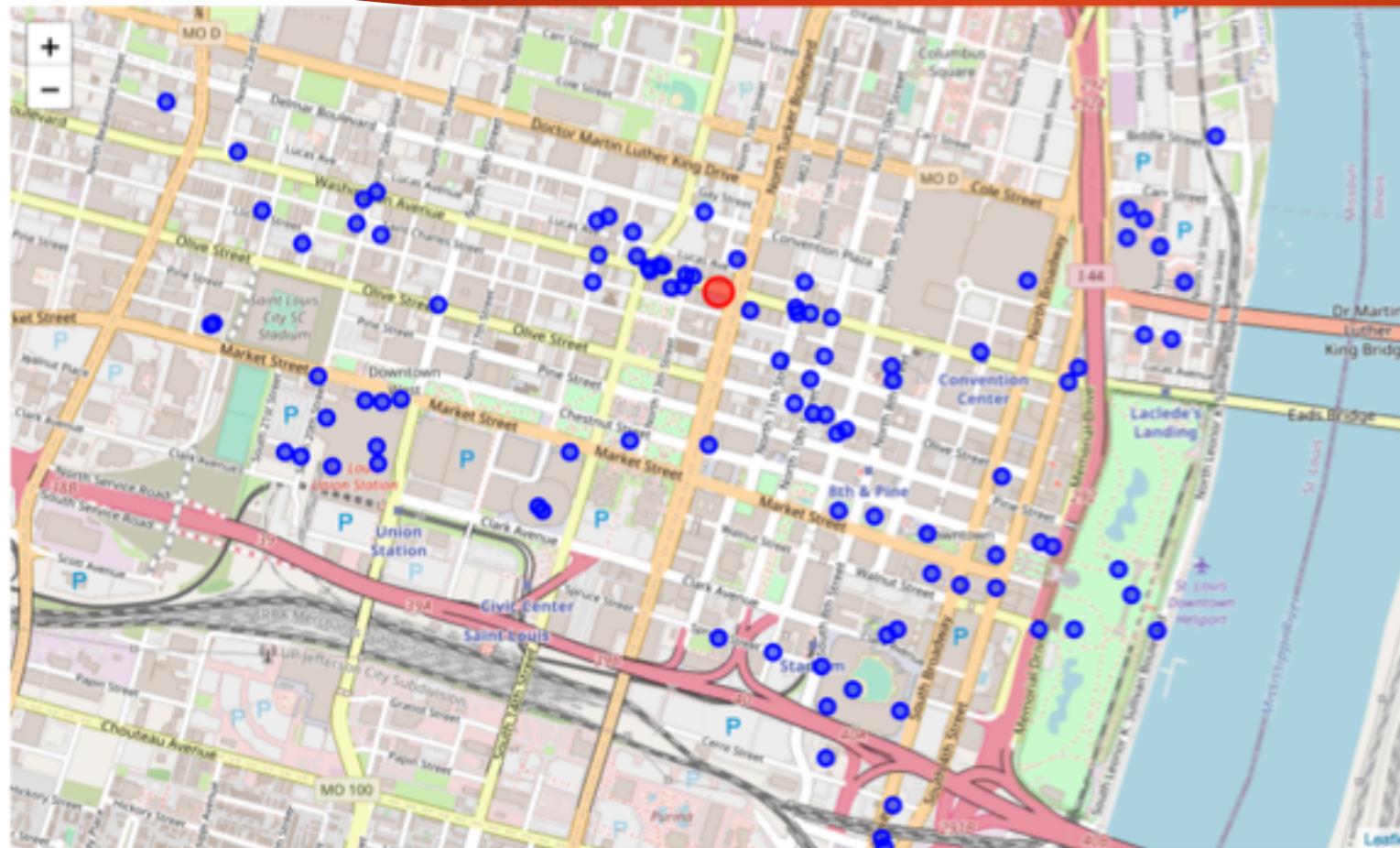
Description

- ▶ Mr. Green needs help selecting a location for his new Cajun restaurant in the city of St. Louis, MO.
- ▶ There are currently 2 spaces available where he could open his restaurant:
 - Location 1 is near downtown and has the following address:
1234 Washington Ave, St. Louis, MO
 - Location 2 is off the highway a few miles away and has the following address:
4366 Manchester Ave, St. Louis, MO.
- ▶ He has hired you, a Data Scientist, to look at these areas and advise him which location he should take.
- ▶ I will be using Foursquare Data of St Louis to analyze the two locations given by Mr .Green.

Data Acquisition

- ▶ Location data obtained from Foursquare API. Data includes:
 - ▶ Venues near each Location
 - ▶ Maps of those Venues and Locations
 - ▶ Popularity of venues
 - ▶ Competitor restaurant location
- ▶ Data analysis performed in a Jupyter Notebook using Python libraries
- ▶ The best location will be the most accessible, will have more popular venues nearby, and it should be located at an ideal distance from its competitors.

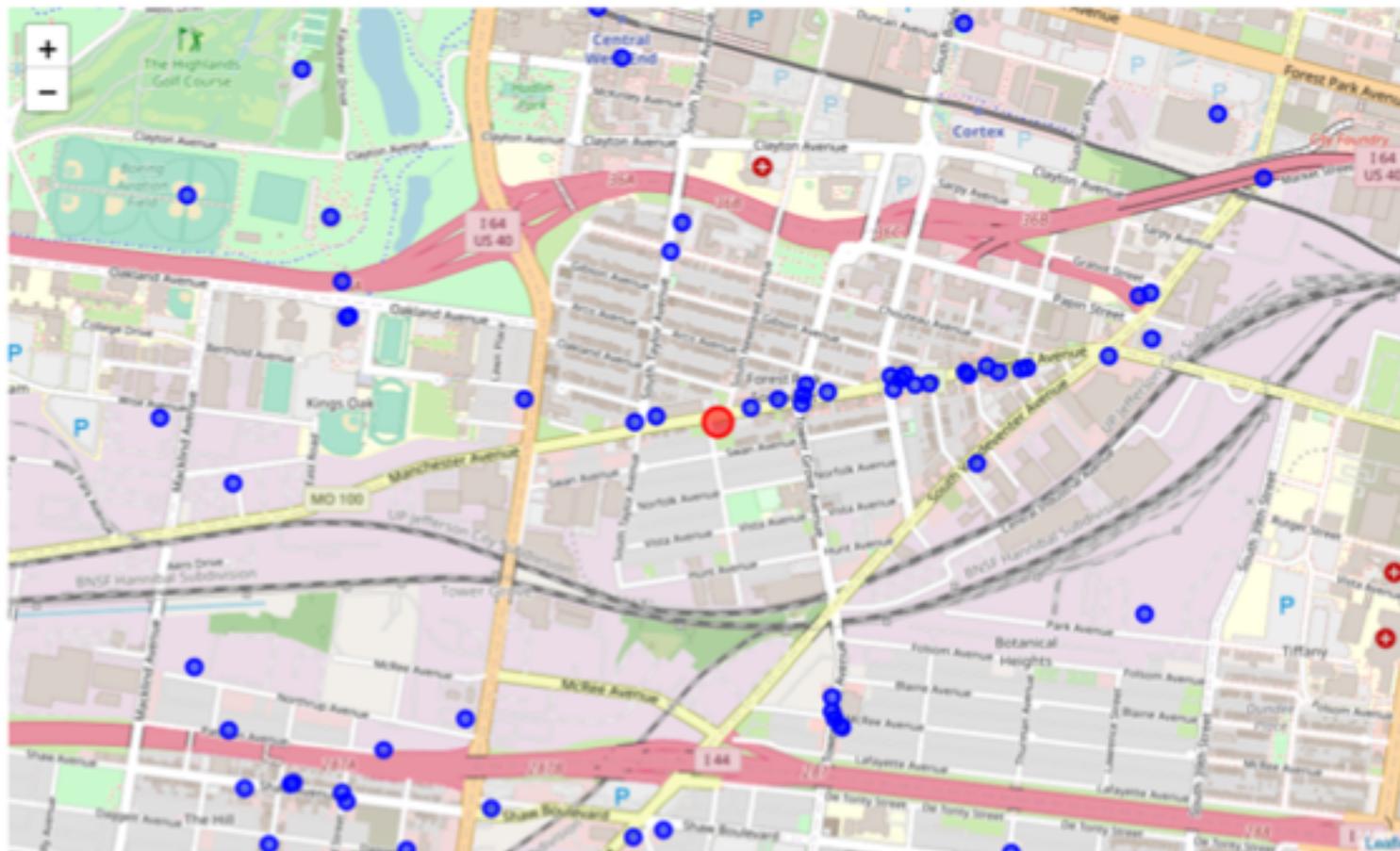
Location 1 has at least 100 venues within 1 mile radius



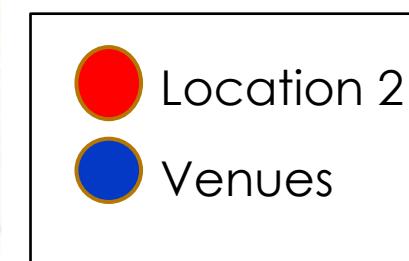
Spread mostly downtown or on the east side of St. Louis

- Location 1
- Venues

Location 2 has at least 100 venues within 1 mile radius



Venues are more widespread, but are closer to the center of the city



Looking at Location

- ▶ Both Locations have similar numbers of Venues and Main Attractions
- ▶ Location 1 is more accessible to the East side of St. Louis and to Downtown
- ▶ Location 2 is more accessible to the whole city as it is centrally located

The most common Venues near Location 1

Hotel	9
Coffee Shop	5
American Restaurant	5
BBQ Joint	4
Italian Restaurant	3
Steakhouse	3
Bar	3
Brewery	3
Beer Garden	2
Park	2
Gift Shop	2
Sports Bar	2
Baseball Stadium	2
Sushi Restaurant	2
Hockey Arena	2
Museum	2
Lounge	2
Scenic Lookout	2
Pub	2
Diner	2
Food Truck	1
Frozen Yogurt Shop	1
ATM	1
Mediterranean Restaurant	1
Sandwich Place	1
Thai Restaurant	1
Speakeasy	1
Aquarium	1
Burger Joint	1
Comic Shop	1
Smoke Shop	1
Nightclub	1
Spa	1
Restaurant	1
Gym / Fitness Center	1
Asian Restaurant	1
Peruvian Restaurant	1

Top 5 Most common Venues

Location 1 has many Hotels, and tourists may prefer eating somewhere closer to where they are staying

Main attractions:

- Aquarium
- National Park
- Museum
- Theme Park
- Baseball Stadium
- Football Stadium

Total Number of Restaurants: 11

(Upper portion of list is pictured)

The most common Venues near Location 2

New American Restaurant	4
Brewery	4
Sandwich Place	4
Wine Bar	4
Gay Bar	4
Pub	4
Pizza Place	3
Cocktail Bar	3
Coffee Shop	3
Café	3
Bar	3
Hotel	2
Fast Food Restaurant	2
Storage Facility	2
Chinese Restaurant	2
Donut Shop	2
Italian Restaurant	2
Mediterranean Restaurant	2
Fried Chicken Joint	2
Dessert Shop	2
Rock Club	2
Bakery	2
Bagel Shop	1
Antique Shop	1
Beer Bar	1
BBQ Joint	1
Botanical Garden	1
Gym	1
Tapas Restaurant	1
Poke Place	1
Beer Garden	1
Water Park	1
Middle Eastern Restaurant	1
Garden	1
Nightclub	1
Dive Bar	1
Southern / Soul Food Restaurant	1

Top 5 most common Venues

Top 5 includes Bars and Pubs, commonly frequented afternoon through night, the same hours when people eat- could mean more foot traffic to the restaurant

Main attractions:

- Gardens
- Park
- Baseball Park
- Ice Skating Rink
- Planetarium
- Museum
- Schools
- Stores

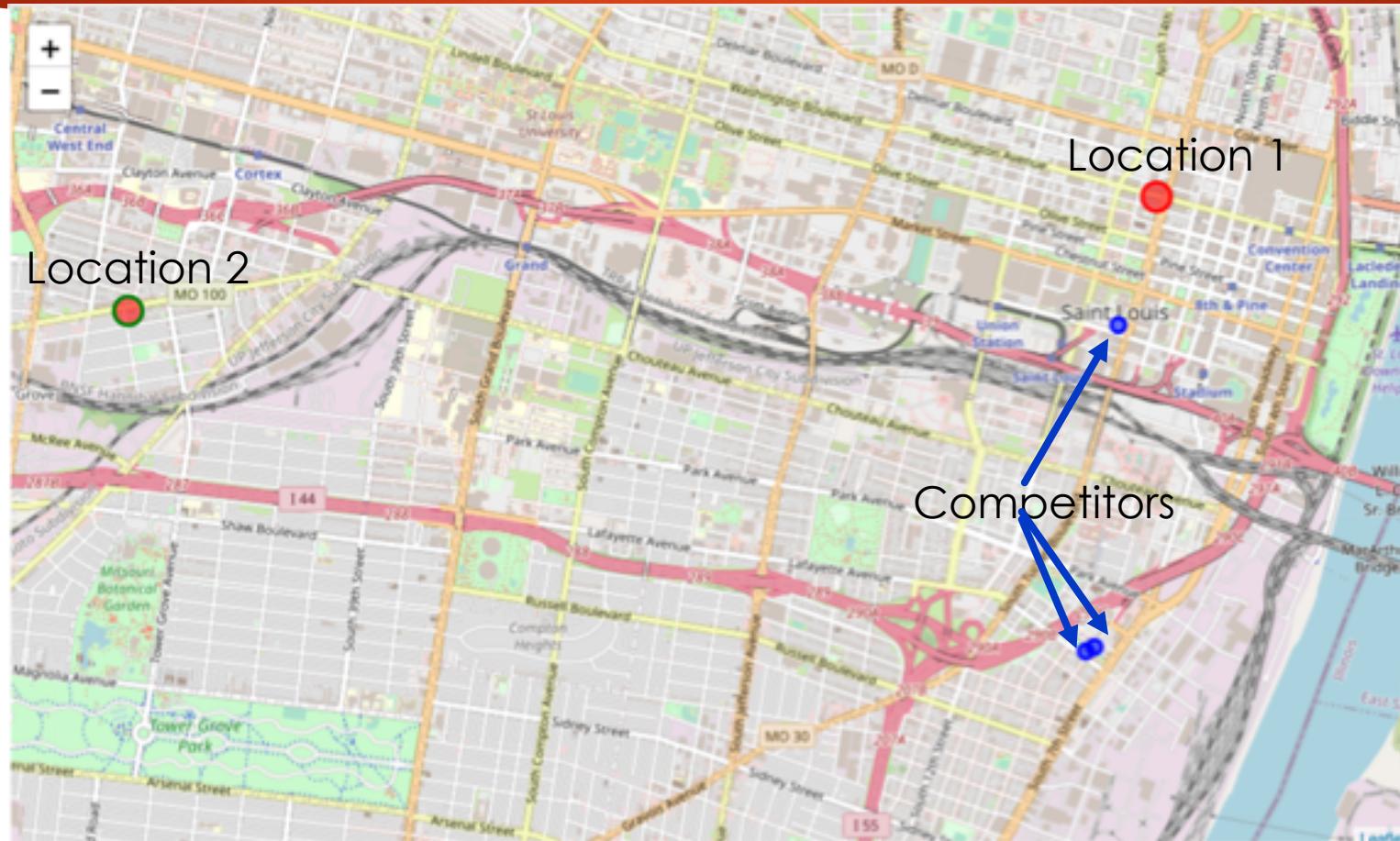
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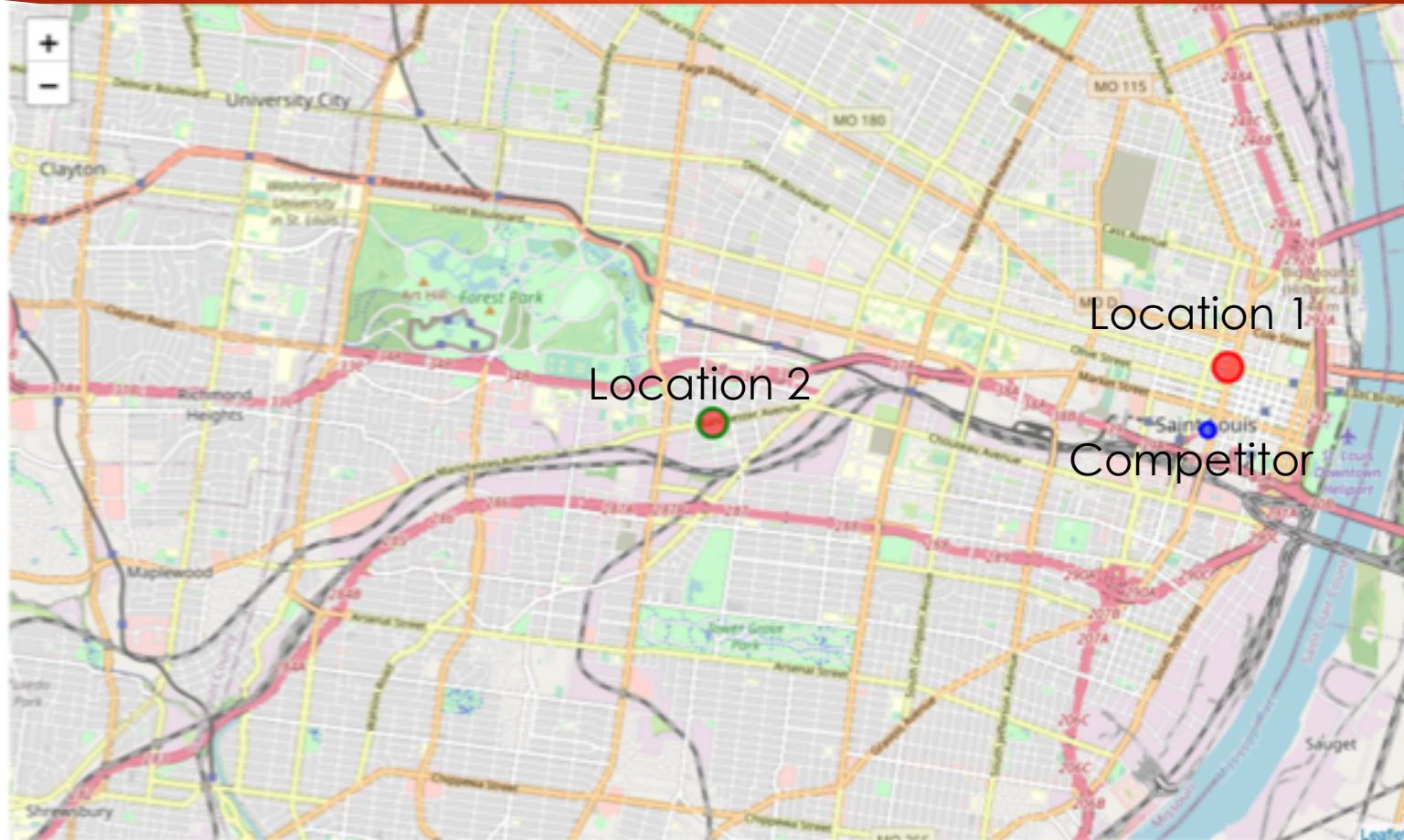
Most Common Venue Types

- ▶ In the immediate vicinity of Location 1 are some bars, restaurants, and coffee shops
- ▶ In the immediate vicinity of Location 2 are also restaurants, bars, and coffee shops.
- ▶ Both locations had close total numbers of restaurants but Location 1 had more similar types of restaurants and Location 2 has more variety of restaurants
- ▶ So if tourists or residents are looking for different types of food, they may head to the center of the city, making Location 2 preferred for a Cajun restaurant
- ▶ They both have a good amount of nearby tourist attractions, but Location 2 also has schools and stores nearby, more likely to be a regular stop for residents of the city too

Location 1 has 3 competitor Cajun restaurants nearby



Location 2 has only 1 competing Cajun near it



Competitor Analysis

- ▶ 3 Cajun restaurants within 2 miles of Location 1, one close to downtown and the other 2 a drive south
- ▶ 1 Cajun restaurant within 2 miles of Location 2, is the same downtown restaurant near Location 1
- ▶ Location 2 would be farther away from competitor restaurants.
 - May lose potential customers downtown
 - More accessible to people on the North, West, and South side of the city who do not want to drive all the way downtown for Cajun.

Conclusion and Future Directions

- ▶ Location 2 is the optimal location for a Cajun Restaurant
- ▶ According to current Foursquare data, Location 2 is the most accessible, is still near main attractions, and is far enough away from competitors to stand out