



New Cajun Restaurant: Houston, TX



Finding the Best Area for a New Cajun / Seafood Restaurant

- In the large city of Houston there is an established population of Cajun Restaurants littered across the town.
- Due to Houston's large population especially towards the suburbs, we would like to find an area without an established restaurant to build a new Cajun Restaurant.
- Also, Houston has a large population of French-influenced Cajun peoples from Louisiana as well as a strong affiliation with the Texas Coast's seafood.

Data Acquisition and Cleansing (Zip Codes)

- Import Zip Code data from Houston GIS repository.
- Since the zipcodes, city and county are stored in 5 different tables, we concatenate the tables to each other to form one table.
- Clean up column names and drop duplicates and “nan” values.

Data Acquisition and Cleansing (GeoLocation)

- Import Geopy.Nominatim and Geopy.Extra.Rate.Limiter
- Combine the City, County and Zip Code into a Full Address and run through Geopy to find Latitude and Longitude for each zip code center.
- Drop all extra, non-pertinent columns from new table.

Data Acquisition and Cleansing (FourSquare)

- Input Client Information
- Make a call to FourSquare for all venues within 20km of each zip code center to make sure every possible venue is tabulated.
- Filter out row data based on Venue Category equaling Cajun / Creole Restaurant or Seafood Restaurant.

Conclusions and Future

- Heat Map shows the least dense area closest to the city center to be along Beltway 8 at Hwy 90 in the zip code area of 77044.
- There is a shopping center at the intersection of Grannet Road and Beltway 8 that would provide enough commercial space for the new restaurant.