

# A New Vietnamese Restaurant in Seattle

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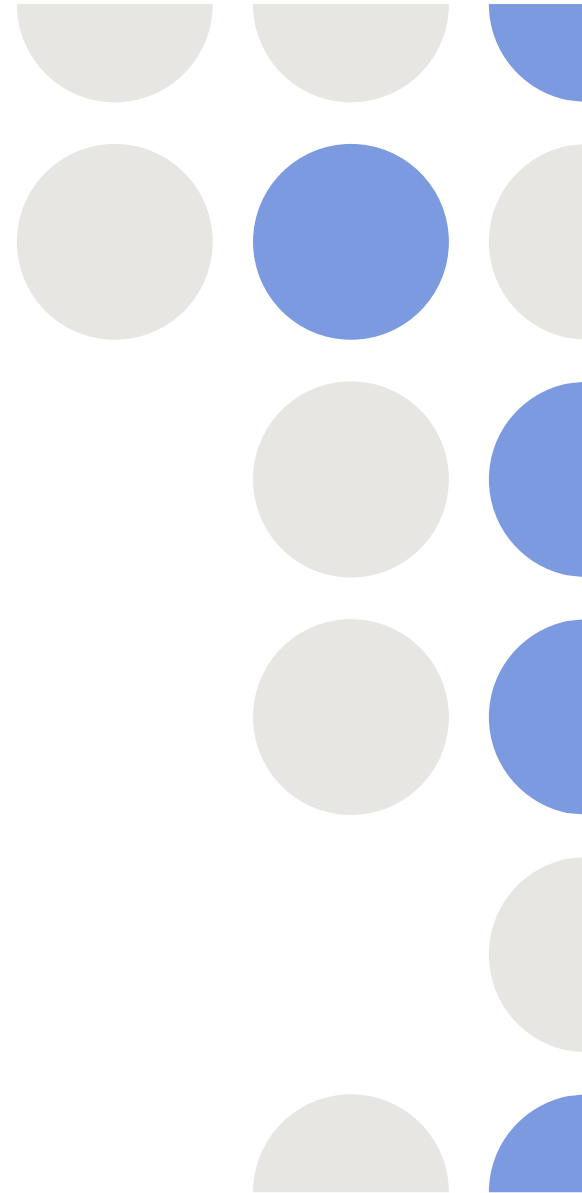


# What is the goal?

- A restaurateur wants to build a new Vietnamese restaurant in Seattle

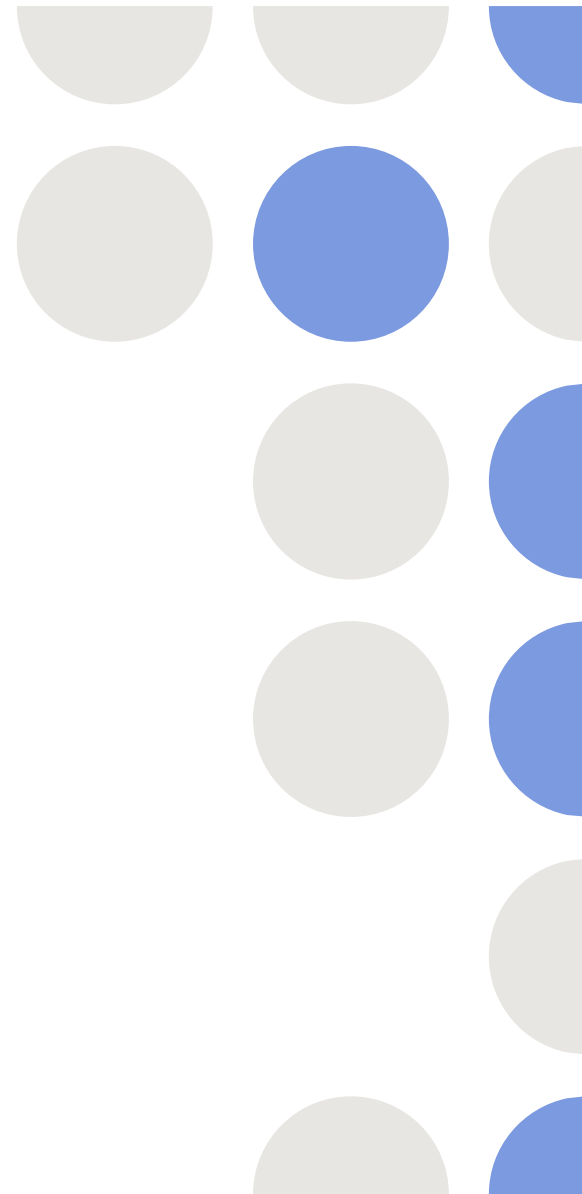
# Why a Vietnamese Restaurant?

- Vietnamese food is the 13<sup>th</sup> most popular genre of food in the world ([Source](#))
  - With an extremely large amount of tourism as well as residents in Seattle, there should be a market for Vietnamese food within the city.
  - FourSquare could only locate 6 Vietnamese restaurants within the city
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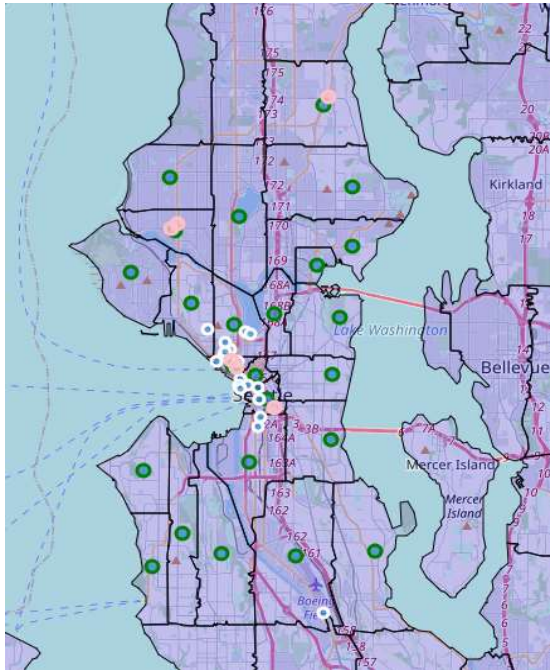


# Data Acquisition & Cleaning

- Json data displaying the bounds of the different Seattle zip codes. [Source](#)
    - Some zip codes were omitted due to not being in Seattle
  - List of top tourist attractions in Seattle ([See here](#))
  - FourSquare API outlining all the venues in Seattle
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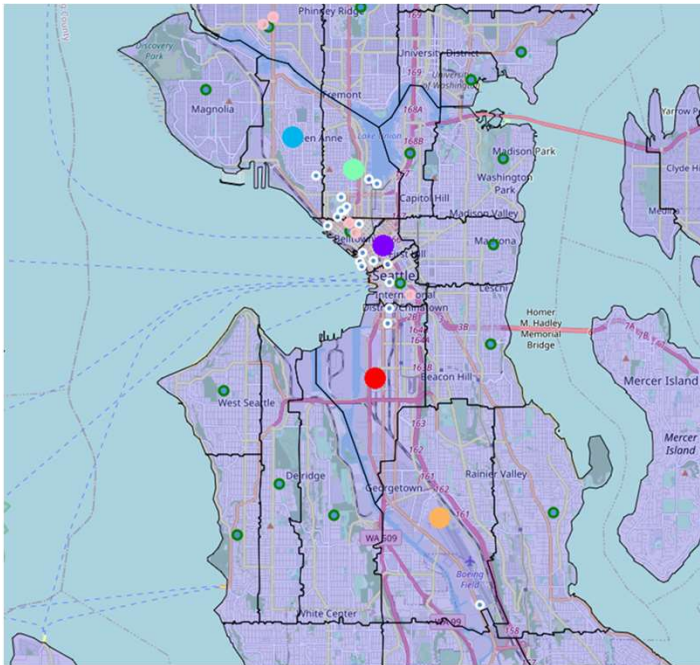


# Where are the current Attractions and Vietnamese Restaurants in Seattle?



- The attractions are labeled in white, the Vietnamese restaurants are labeled in pink
- As you can see, all the attractions are concentrated within a few districts in Seattle, and except for one outlier are all clustered together
- FourSquare API could only locate 6 Vietnamese restaurants in the city. These are located downtown and in the north part of the city

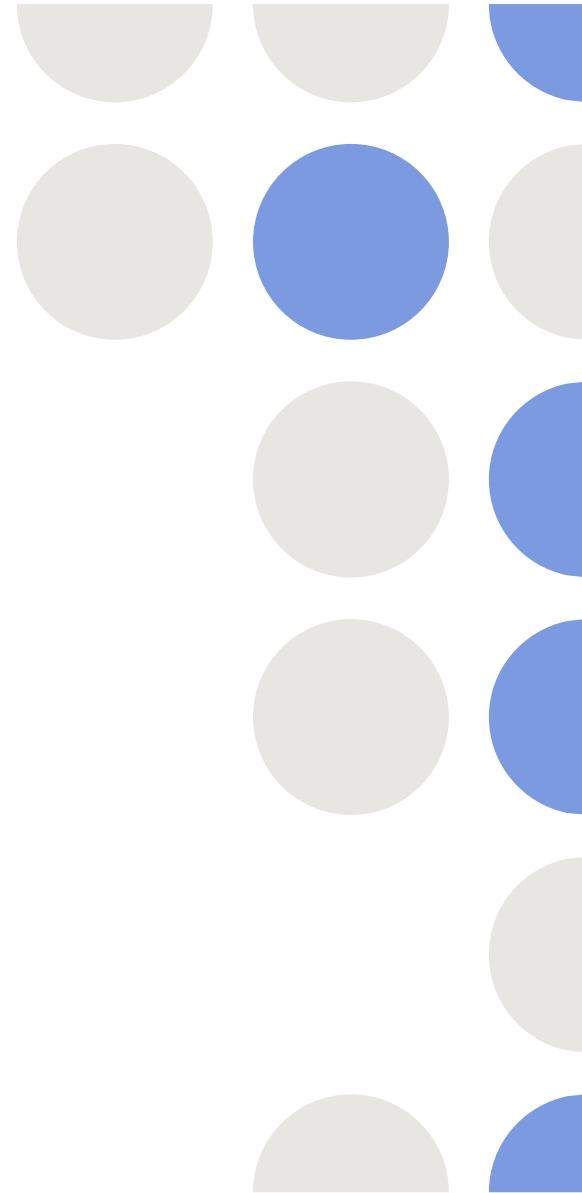
# What locations would be best for a brand-new Vietnamese Restaurant?



- There are 5 viable locations – highlighted on the map
- These locations have some of Seattle's best attractions, but do not have a Vietnamese restaurant within its borders

# How do we determine which location is the best?

- The restaurateur has some additional requirements:
    - Look at the Top 10 Most Common Type of Venues
    - The final district will have the following quantities:
      - Has the least number of restaurants, bars, and other non-grocery-related food establishments in the top 10 most common venue type
      - The restaurateur does not want to be placed near a night club.
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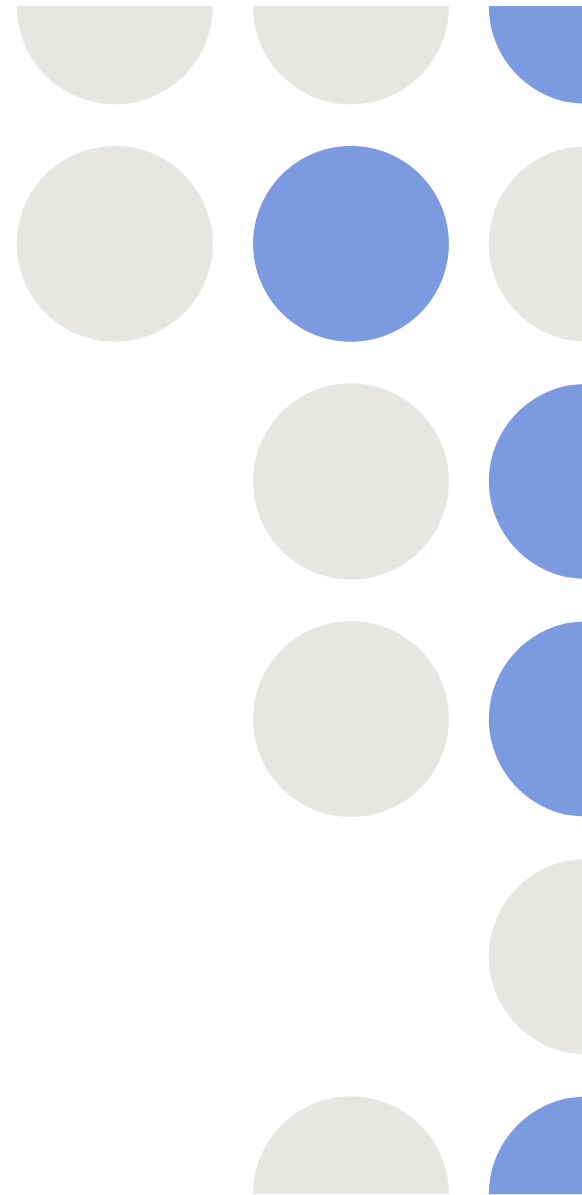
# What are the top 10 venue types within the 5 eligible districts?

	Zip Code	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Most Common Venue	7th Most Common Venue	8th Most Common Venue	9th Most Common Venue	10th Most Common Venue
0	98101	Hotel	Coffee Shop	Pizza Place	Clothing Store	Sandwich Place	American Restaurant	Spa	Women's Store	Gym	Dumpling Restaurant
1	98108	Museum	Helipoint	Business Service	Yoga Studio	Dessert Shop	Cosmetics Shop	Creperie	Cuban Restaurant	Cupcake Shop	Deli / Bodega
2	98109	Coffee Shop	Bus Stop	ATM	Playground	Donut Shop	Harbor / Marina	Herbs & Spices Store	Deli / Bodega	IT Services	Italian Restaurant
3	98119	Bakery	Grocery Store	Dive Bar	Playground	Café	Mexican Restaurant	Sandwich Place	Ice Cream Shop	Coffee Shop	Donut Shop
4	98134	Coffee Shop	Food Truck	Furniture / Home Store	Marijuana Dispensary	Nightclub	Brewery	Bus Station	Grocery Store	Hardware Store	Deli / Bodega



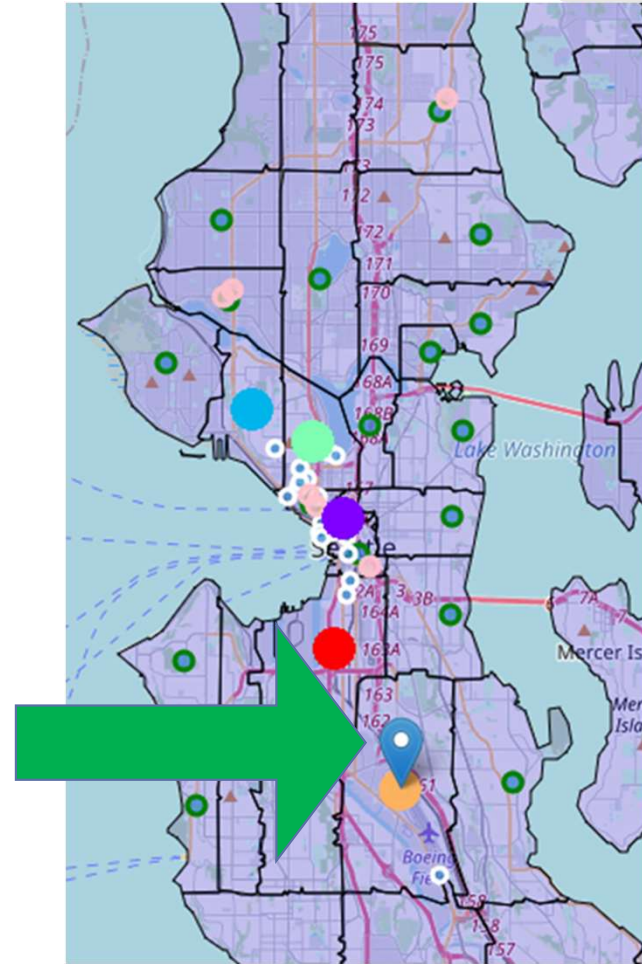
# Narrowing it down

- As you saw in the table:
    - 98101 had 5 food establishments in its top 10
    - 98108 had 4 food establishments in the top 10
    - 98109 had 6 in its top 10
    - 98119 also had 6
    - 98134 has 4 BUT also has a nightclub
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# This leaves one option

- District 98108 meets all the criteria!
- Boeing Field is the main attraction in this district
- The district is still located close enough to downtown Seattle, as well as the Seattle airport.



# Conclusions and Future Directions

- District 98108 is the best location to build a new Vietnamese restaurant, based on the report's analysis
    - The location is relatively free of competitors compared to the other eligible districts
    - It matches all the criteria
  - There is significant room for improvement in the study:
    - Financial data, such as taxes and rent, should be considered for future studies
    - FourSquare's API could only locate 6 Vietnamese restaurants, but a Google search reveals many more within Seattle
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