

Vegetarian Restaurant: Orange County

Report

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Introduction: Business Problem ¶

We will try to define where is the best place in Orange County to start a Vegetarian/ Vegan Restaurant.

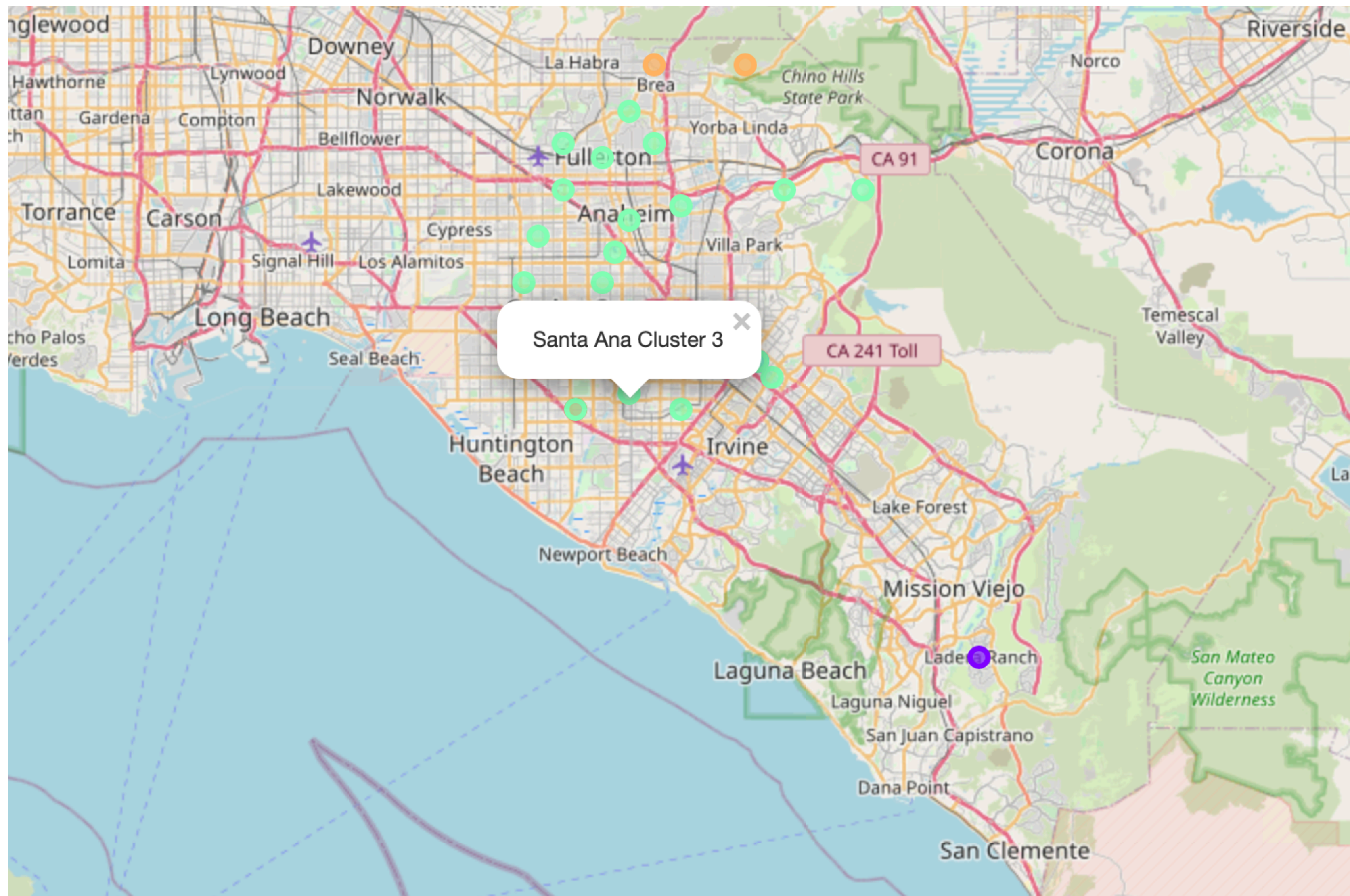
Vegetarianism is not a trend anymore, it has become a lifestyle for many people. Now we see many meat alternatives such as veggie burgers (made from beans or cauliflower), big companies such as "Beyond" and "Impossible burger" made their entrance into fast-food restaurants and retail stores and now there are also lab-experiments to create an in-vitro burger.

Places like Japanese, Chinese or Indian restaurants could be considered vegetarian because many of their recipes are already that way. But if you want to try a non-meat pizza or burger wit you will probably have to look somewhere else.

With this background, we think that there is a big opportunity to place a vegetarian restaurant in a metropolis like Orange County, where a lot of people are already vegetarian and there are also people who just are eager to try new things (like tasting a fake burger that claims to taste the same as a regular one).

	Cluster Labels	Neighborhood	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	3	Anaheim	Theme Park Ride / Attraction	Theme Park	Gift Shop	Pizza Place	Mexican Restaurant	Ice Cream Shop	American Restaurant	Bakery	Cajun / Creole Restaurant	Juice Bar
1	4	Brea	Pizza Place	Café	Liquor Store	Dance Studio	Sandwich Place	Sushi Restaurant	Intersection	Grocery Store	Food Truck	Food Court
2	2	Cowan Heights	Construction & Landscaping	Park	Yoga Studio	Farmers Market	Football Stadium	Food Truck	Food Court	Food	Flower Shop	Fast Food Restaurant
3	0	Fountain Valley	Convenience Store	Auto Garage	Chinese Restaurant	Pub	Sushi Restaurant	Park	Thai Restaurant	Bank	Gluten-free Restaurant	Gym / Fitness Center
4	3	Fullerton	Coffee Shop	Park	Pizza Place	Korean Restaurant	Fast Food Restaurant	Chinese Restaurant	American Restaurant	Sushi Restaurant	Sandwich Place	Grocery Store
5	3	Garden Grove	Mexican Restaurant	Fast Food Restaurant	Pizza Place	Pharmacy	Hotel	Rental Car Location	Sandwich Place	Coffee Shop	Fried Chicken Joint	Pool
6	1	Mission Viejo	Park	Automotive Shop	Trail	Yoga Studio	Football Stadium	Food Truck	Food Court	Food	Flower Shop	Fast Food Restaurant
7	3	Santa Ana	Park	Convenience Store	Mexican Restaurant	Train Station	Construction & Landscaping	Marijuana Dispensary	Food	Flower Shop	Fast Food Restaurant	Chinese Restaurant
8	3	Tustin	Coffee Shop	Japanese Restaurant	Fast Food Restaurant	Sushi Restaurant	Asian Restaurant	Italian Restaurant	Discount Store	Indian Restaurant	Ice Cream Shop	Rental Car Location

From this data frame we can get the big picture of how all this areas are distributed in economic terms. We can see that there is a broad variety of different restaurants, but only 3 areas have vegetarian options. (Fullerton, Fountain Valley and Tustin)



Here we have a visual representation of how these areas are distributed

Conclusion:

- Places like 'Fountain Valey', 'Fullerton' and 'Tustin' already have vegetarian options.
- 'Anaheim' could be a good place because of the level of attendance to the theme parks and you can find people looking for a broad variety of food options. This option could be expensive if you want to be near the attractions.
- 'Santa Ana' seems like a good place to start a vegetarian restaurant business since there is only a convenience store and Mexican restaurant as their most common business, we may have an opportunity to offer a different menu to the people there.