

Capstone Project - The Battle of Neighborhoods (Week 1)

Introduction/Business Problem

Houston, Texas is one of the biggest cities in the U.S. with a high population density and is well known for its energy industry. To capitalize on Houston's success, a major company would like to determine which neighborhood in Houston in Harris County, Texas to open up a Mexican Restaurant. The CEO, investors, and stakeholders would be interested in this project. They specifically would like it:

1. near less other competitive Mexican restaurants,
2. with smooth traffic, and
3. near a great deal of markets and residential buildings

Data

The data that will be collected will include the number of Mexican restaurants in every Houston neighborhood.

- Foursquare data will be used to identify and analyze these locations
- The longitude and latitude coordinates of these neighborhoods will be obtained from the U.S. Geological Survey (USGS) website
- The traffic and population data will be obtained from the City of Houston and City of Houston GIS Open Data Portal

These are important in selecting the best location for a Mexican Restaurant according to all those involved in this decision.