OPENING A NEW RESTAURANT IN LOSS ANGELES CITY

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ABSTRACT

This report is written as the response to the investor request to open a new restaurant in Los Angeles

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Outlines

- *Business Problem*
- *Target Audience*
- *Introduction*
- *Data and Sources*
- *Next Step*

Business Problem

As increasing numbers of consumers want to dine out, the number of restaurant has skyrocketed in Loss Angeles.

This city is the entertainment capital of the world. Downtown Los Angeles is the largest government center outside of Washington. Los Angeles is on the leading edge of several growth industries.

Loss Angeles is so diverse, it's possible to dine around the world without ever leaving the city. Visitors can also participate in LA Restaurant Week, held every winter and summer.

In this regard, this report is written to **propose neighborhood(s) suitable to open a new restaurant** based on available data of Los Angeles.

Unsupervised machine learning will be used to achieve the target. In this report we will present the background of the work and also the source of data which will be used.

Target Audience

This report is useful for investors in Los Angeles that are interested to open a restaurant in one of neighborhood of Los Angles. Los Angeles has many neighborhood and each region offers a variety of dining options. So, it is useful to used available data to inspect all areas before.

The result will be based on available data and any new data could change the result. This report in different section present the background and data for this project

Many people in Los Angeles eating out at least once a week and the restaurant industry continues to thrive.

Starting a restaurant takes a lot of work, but with expert planning, you can start a successful restaurant business. In this regard, unsupervised machine learning would be useful.

The Importance of Location

A restaurant's location influences many aspects of your operation, including the menu! In addition to being one of the most significant determinants of your financial viability, decisions regarding location are not easy to undo.

Important Factors to select an optimum place

To choose a location for the new restaurant, the following aspects are important:

Accessibility

"I don't think people will drive farther," a restaurant owner says. "Some people will go out of their way to visit, but not the majority. People come to us because we're near their job or their house. Convenience matters a lot." So, it does mean that they will visit less frequently than those who live nearby.

The demographics

Ensure the target market of your restaurant matches the demographics of the area. Factors like the income in a certain radius definitely matter.

Crime Rates

High crime rates can make potential customers uncomfortable, and if they feel they'll be mugged walking to their cars, it will drive away business.

Availability of services, shopping center, etc.

One of the important factors is availability of , world class shopping, recreation center, good urban parks, near a body of water, Good traffic, etc.

⬕ *Available restaurant and food services*

When there are many restaurants available in a region of Los Angeles It says that the region was good for open a restaurant. But, can we extend it to the future? So, Having a record of available services is useful.

Data and sources

The data that we need to complete this project:

- ❖ Name and Coordinates of Los Angeles neighborhood,
- ❖ Income rate of residents in each neighborhood,
- ❖ Crime rate in each area of Loss Angeles,
- ❖ No. and type of amenities like shopping centers, recreation centers, etc.
- ❖ Available restaurant and service foods in each region.

Source of data:

- ✓ The data for Neighborhood name and coordinate will be extracted from the below link which shows the neighborhoods of Los Angeles County

https://usc.data.socrata.com/dataset/Los-Angeles-Neighborhood-Map/r8qd-yxsr

Also we will cross check the data with Wikipedia page:

https://en.wikipedia.org/wiki/List_of_districts_and_neighborhoods_of_Los_Angeles

- ✓ The free account Four-square App will be used to explore the venues and service foods.

- ✓ Crime Rate from the below website:

https://maps.latimes.com/neighborhoods/violent-crime/neighborhood/list/

- ✓ Income Rate from the below website:

https://maps.latimes.com/neighborhoods/income/median/neighborhood/list/

In the next step, we will use above data and K-mean clustering in order to find best neighborhood(s) to open a new restaurant in Los Angeles.

We also continue to think about any other aspects of this problem and in a case that we find any helpful data we will add that data to get the better results.