


Capstone Project – Battle of the Neighbourhoods

Opening a Pizza Place near Chicago

Introduction

- The primary objective of this project is to locate the ideal area to start a Pizza Place in one of the many suburbs of Chicago. Chicago is the most populous city in Illinois, and the third most populous city in the United States. Chicago already has lots of pizza places and the cost of setting up a new restaurant in Chicago will be more expensive compared to its nearby cities. Rather than opening a Pizza place in Chicago, one can look into opening one in the nearby expanding cities.
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- A large yellow triangle is positioned in the bottom right corner of the slide, pointing towards the top right.

The Target Audience

The target audience for this project is any business owner who wishes to open a Pizza Place near Chicago. Starting a new business in near by places of Chicago will be less expensive than starting one in the main city. For example the rent for a building in Chicago will be more compared to its nearby cities.

Data



In order to find the ideal location to open a new Pizza Place we will need the following data,

- List of the neighboring cities of Chicago with the population. The above data is obtained from Wikipedia page [https://en.wikipedia.org/wiki/Chicago metropolitan area](https://en.wikipedia.org/wiki/Chicago_metropolitan_area).
- Venue Data of the above cities

Methodology

Chicago Suburbs data

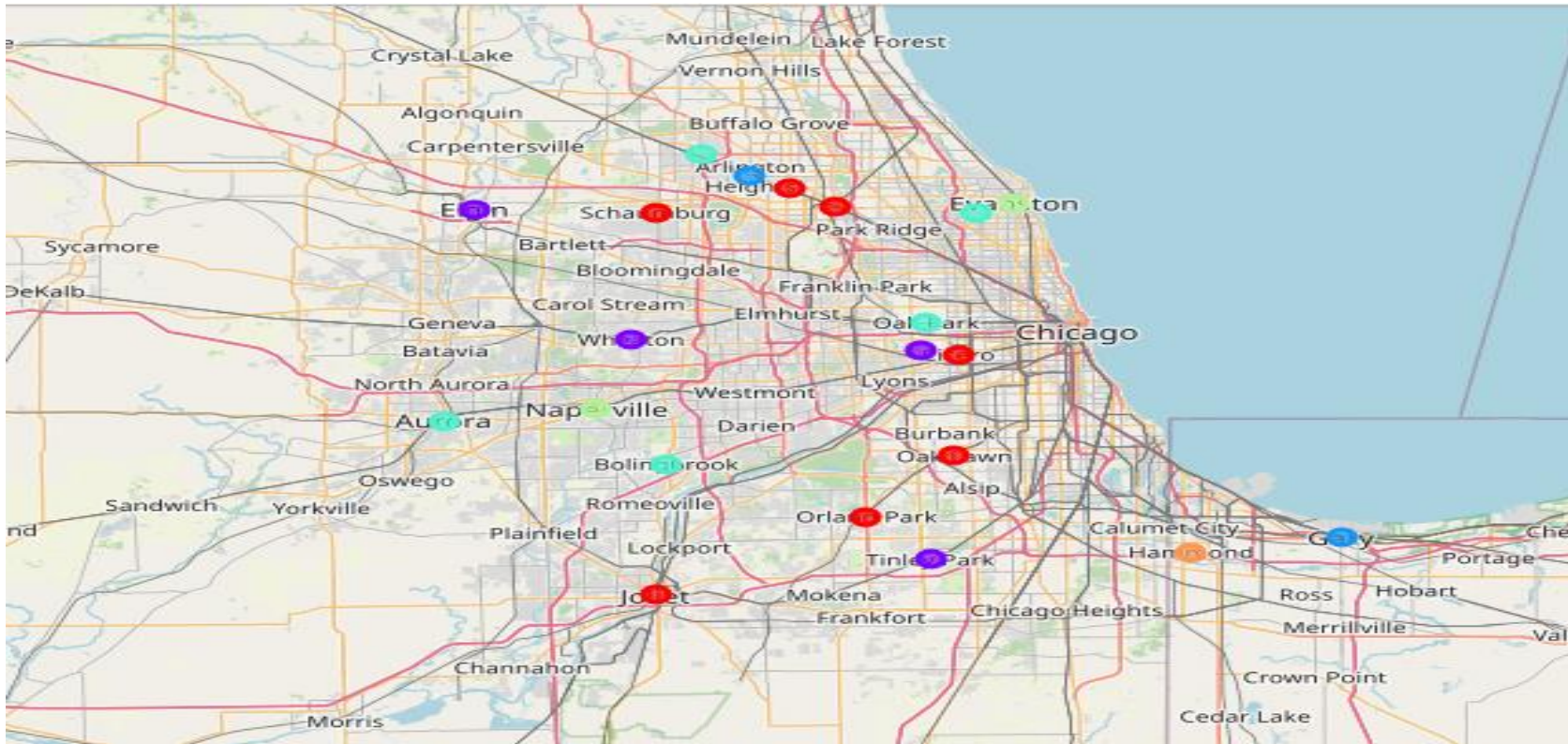
The required data was extracted from the website using Python request and BeautifulSoup package.

	suburb	population
0	Aurora, Illinois	198870
1	Naperville, Illinois	149196
2	Joliet, Illinois	148227
3	Elgin, Illinois	111401
4	Kenosha, Wisconsin	101124
5	Waukegan, Illinois	85720
6	Cicero, Illinois	79943
7	Bolingbrook, Illinois	76468
8	Arlington Heights, Illinois	74593
9	Hammond, Indiana	74423
10	Gary, Indiana	74879
11	Evanston, Illinois	72836
12	Schaumburg, Illinois	72387
13	Palatine, Illinois	67143
14	Skokie, Illinois	62088
15	Des Plaines, Illinois	58243

Exploring Venues

	Suburb	Suburb Latitude	Suburb Longitude	Venue	Venue Latitude	Venue Longitude	Venue Category
0	Aurora, Illinois	41.75717	-88.314754	Paramount Theatre	41.757414	-88.314938	Theater
1	Aurora, Illinois	41.75717	-88.314754	Gillerson's	41.759606	-88.315031	Pub
2	Aurora, Illinois	41.75717	-88.314754	Endiro Coffee	41.759559	-88.314812	Café
3	Aurora, Illinois	41.75717	-88.314754	Tecalitlan Restaurant	41.756192	-88.313986	Mexican Restaurant
4	Aurora, Illinois	41.75717	-88.314754	Ballydoyle Irish Pub	41.759348	-88.315126	Pub
5	Aurora, Illinois	41.75717	-88.314754	Taqueria El Tio & Restaurant	41.757515	-88.319157	Mexican Restaurant
6	Aurora, Illinois	41.75717	-88.314754	Jake's Bagels & Deli	41.760742	-88.310206	Bagel Shop
7	Aurora, Illinois	41.75717	-88.314754	Two Brothers Roundhouse	41.760639	-88.308788	Brewery
8	Aurora, Illinois	41.75717	-88.314754	La Quinta De Los Reyes	41.758603	-88.312294	Mexican Restaurant
9	Aurora, Illinois	41.75717	-88.314754	Holiday Inn Express & Suites	41.759361	-88.309838	Hotel
10	Aurora, Illinois	41.75717	-88.314754	Riverfront Playhouse	41.757061	-88.313964	Theater
11	Aurora, Illinois	41.75717	-88.314754	U Samba?	41.759762	-88.315110	Brazilian Restaurant
12	Aurora, Illinois	41.75717	-88.314754	SciTech Hands On Museum	41.756344	-88.318203	Science Museum
13	Aurora, Illinois	41.75717	-88.314754	Dairy Queen	41.761321	-88.316895	Ice Cream Shop

Suburbs grouped into clusters based on number of pizza places



Results



- Arlington Heights, Illinois has an estimated population of 74,593 and has many other attractions like theaters, train stations, stores etc. So an ideal location to start a new Pizza place will be Arlington Heights, Illinois.