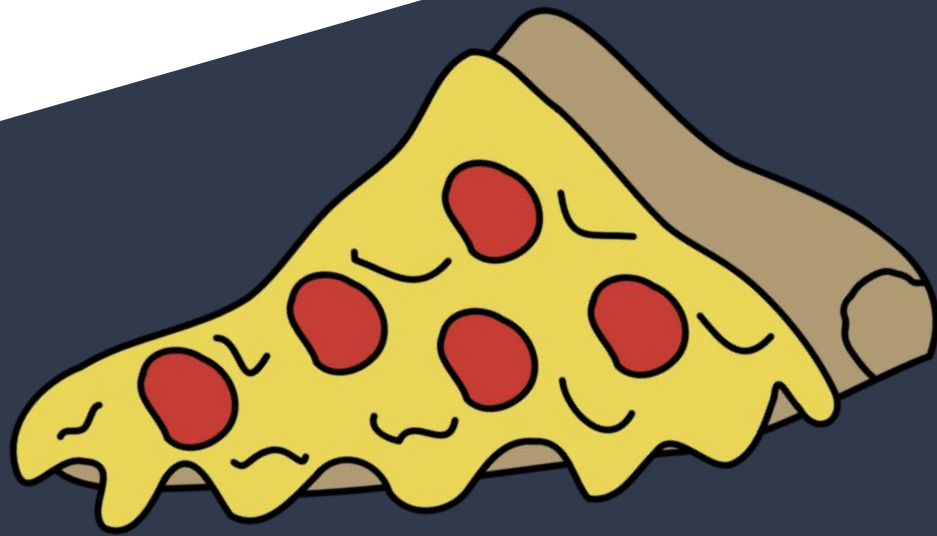


Pizza in Salt Lake City

IBM Applied Data Science: Coursera Capstone Final Project

Matt McDermott

June 2020



Introduction

The aim of this capstone project is to analyze where the best location in Salt Lake City, Utah would be if you wanted to open a new pizzeria. After using data science methodology we will be able to use data we've extracted to visualize which areas of Salt Lake City would be ideal for a new pizza restaurant.

Data

The sources of data are the following:

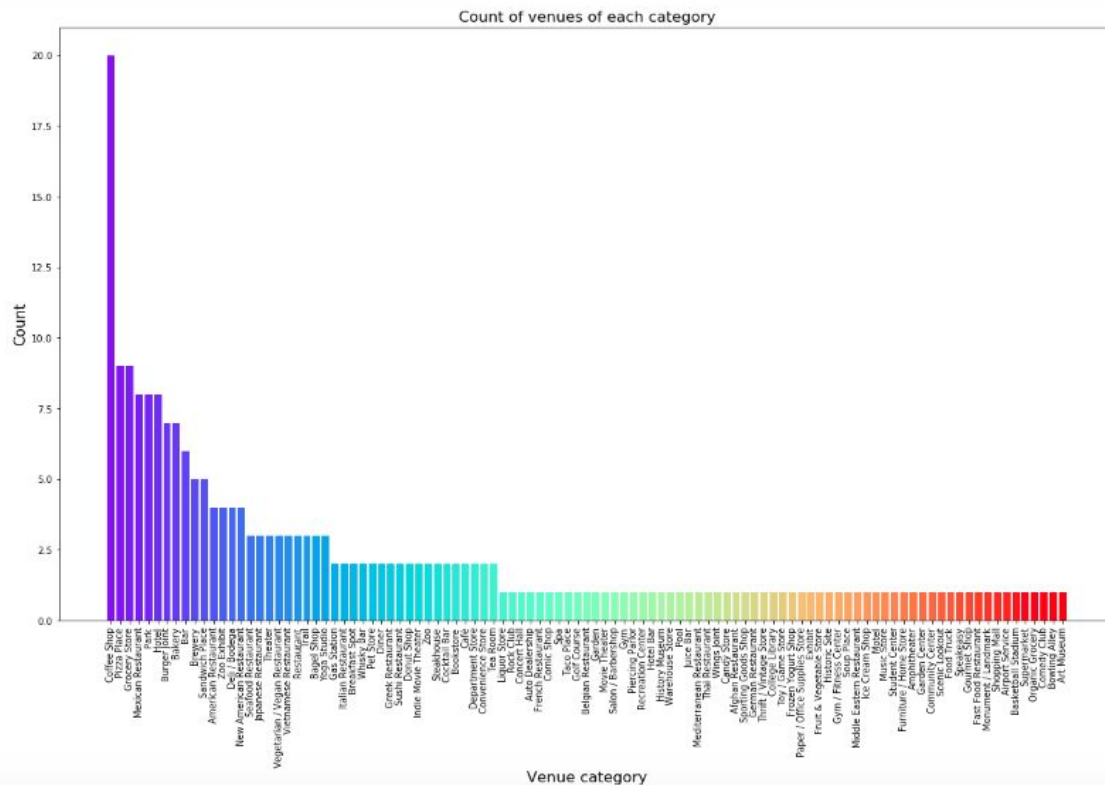
- Venue data from Foursquare API
- List of neighborhoods in Salt Lake City.
- Latitude and longitude coordinates of Salt Lake City neighborhoods

Methodology

- Use Foursquare API to get venue data
- Filter venue category
- Create two different data frames to show pizza venues vs other venues
- Visualize different venue category with bar graph
- Map venues using folium

Results

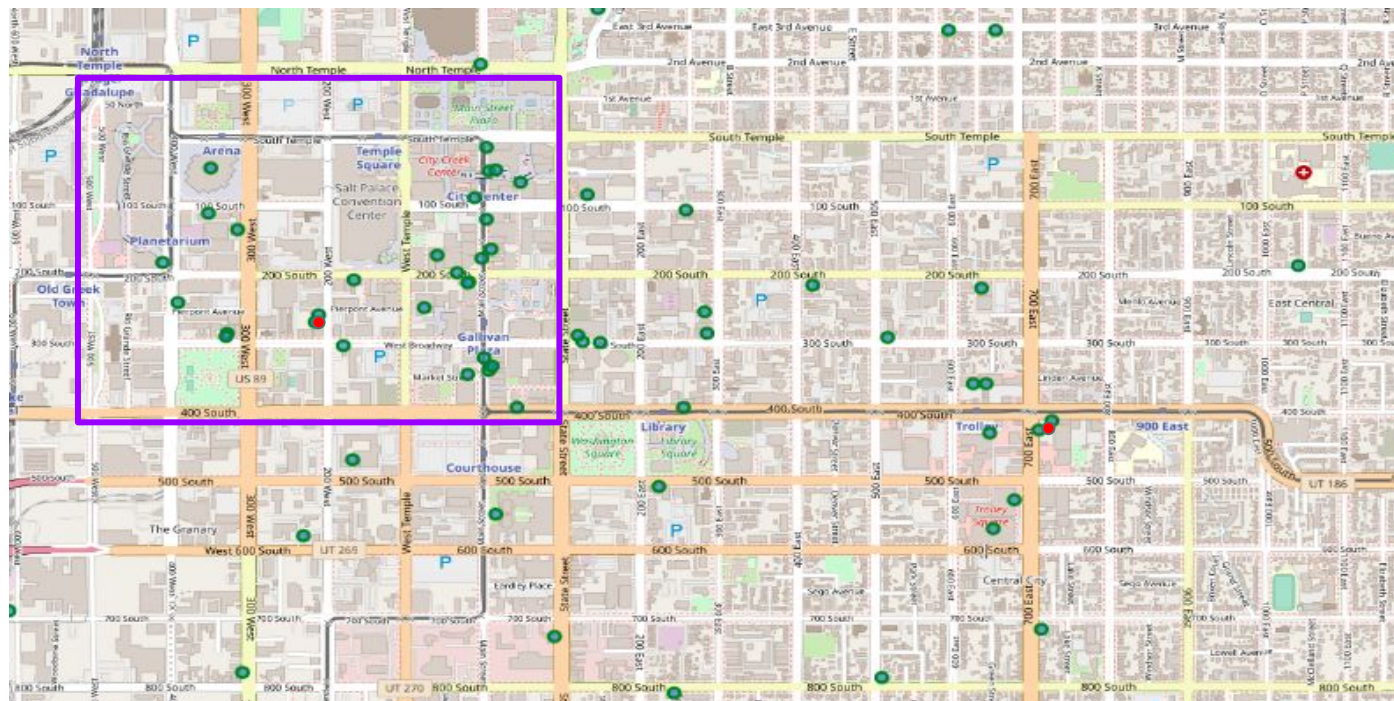
Figure 1



Results

Figure 2

- Pizza Place
- Other Venue
- Ideal location for new pizza restaurant



Discussion

With these results we can highlight some points:

- The majority of venues in SLC are coffee shops
- Almost all pizza restaurants are located in the east side of SLC
- There are many attractions in the block displayed in Figure 1 but no pizza restaurants or restaurants in general to complement these attractions
- Figure 2 shows where an ideal location a new pizza restaurant could be

Conclusion

In conclusion, the map revealed that there is a certain section of SLC where there are not only any pizza restaurants but not many restaurants in general even though this section of SLC has many attractions such as Vivint Smart Home Arena, the Gateway Mall, City Creek Mall, bars and the LDS Temple. Due to this area not having any pizza places and the lack of other restaurants makes it a prime location for a new pizza restaurant.