

Coursera Capstone Project

Japanese Restaurant in Chicago
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Business Problem

The objective of this capstone project is to analyze and select best locations in the city of Chicago to open a new Japanese restaurant. Using Data Science methodology and instruments such as Data Analytics and Visualization, this project aims to provide solutions to answer the business question, Where in the City of Chicago, should the investor open a Japanese restaurant to have the best chance of being successful?

Data

Data Required:

1. List of Community Areas and Neighborhoods of Chicago Area
2. Latitude and Longitude of Chicago Neighborhoods
3. Venue data, data related to restaurants

Data Sources:

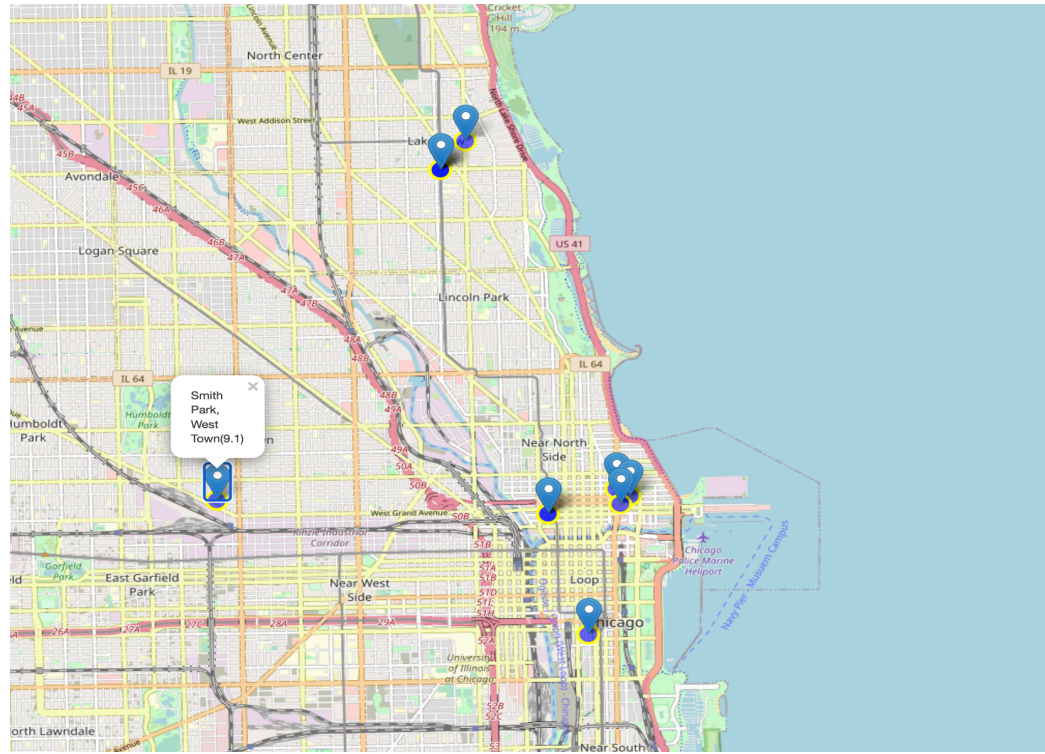
1. Wikipedia to collect Chicago Community and Neighborhood data(https://en.wikipedia.org/wiki/List_of_neighborhoods_in_Chicago).
2. Geocoder Python Package for Longitude and Latitude Data
3. Foursquare API for restaurants venue data

Methodology

1. Collect Data from https://en.wikipedia.org/wiki/List_of_neighborhoods_in_Chicago, clean and preprocess into Dataframe.
2. For above data append Longitude and Latitude information using Foursquare API to extract Venue ID, Name, Tips and Likes
3. Remove data anomalies
4. Visualize data using various python package and libraries.

Results

1. Lake View has the highest number of Japanese restaurants comparing to the other community areas
2. West Town has the best Japanese Restaurants based on average rating
3. Douglas has highest neighborhoods eight(8) followed by West Town, Near North Side, Lake View each with seven (7).
4. Out of 4 communities above(3), Douglas and West Town have only one Japanese Restaurant in each.



Discussion Section

1. Based on the results from analysis, West Town is best location for Japanese Cuisine in Chicago
2. West Town or Douglas are more promising place to open a new Japanese restaurant
3. Neighborhood "The Gap" (Douglas) or "Smith Park" (West Town) are the best place in Chicago to open a new Japanese Restaurant

Conclusion

1. Answer to Business Question: Where in the city of Chicago should the investor open a Japanese Restaurant ?
2. Best Rated Japanese Restaurant in Chicago is “Kai Zan” in West Town.
3. The findings of this project map be used for real life situations to open a Japanese restaurant in Chicago

The End 😊
Thank you !!