

CAPSTONE PROJECT

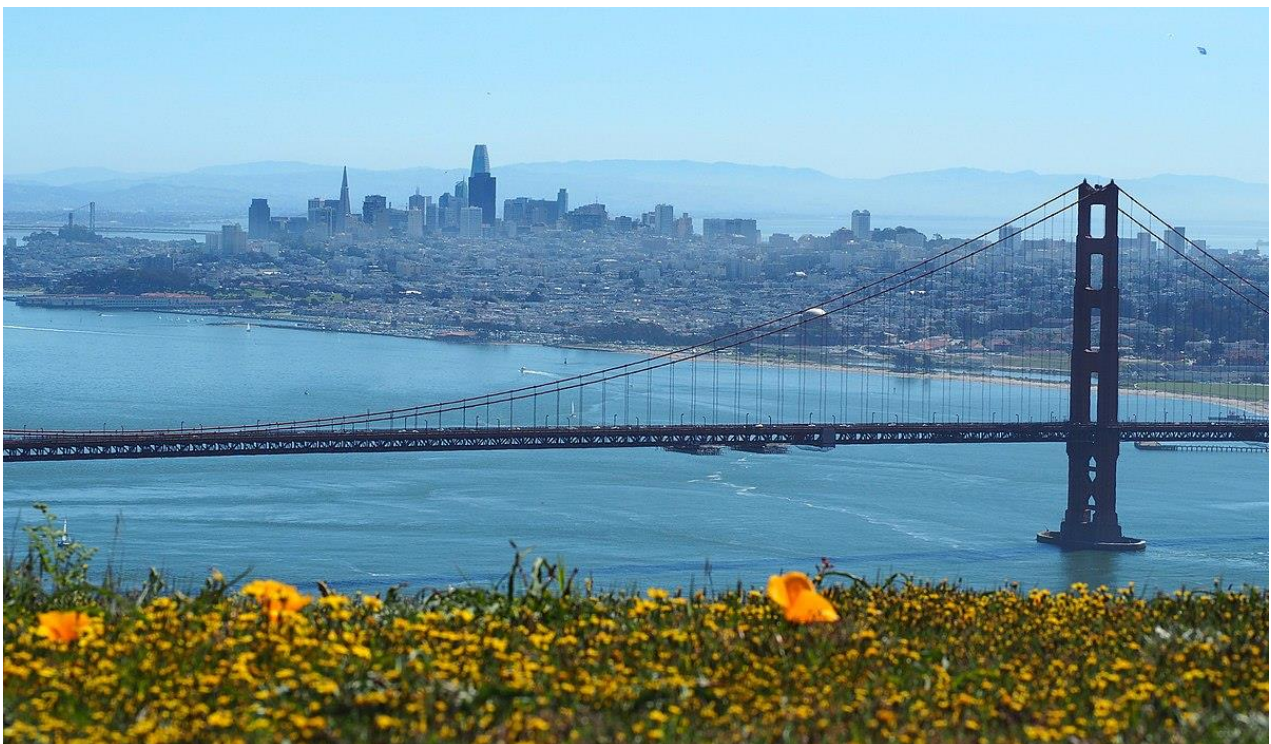
[WEEK 4]

THE BATTLE OF NEIGHBORHOODS

OPENING A NEW RESTAURANT

INTRODUCTION

Our company wants to open a new restaurant in San Francisco.



The interest is to open one at a premium location within the city, that would bring good revenue for the new business. The decision is to rent the property instead of buying it.

BUSINESS PROBLEM

The ideal location as discussed by the director should be near shopping malls and public transport facilities. Which location would be the best to open the new restaurant in San Francisco?

TARGET AUDIENCE

Our company Executives and Stakeholders.

DATA DESCRIPTION

A - Foursquare API: Use of foursquare is focused to fetch nearest venue locations to premium Restaurants and public areas, so that we can use them to form a cluster. Foursquare api leverages the power of finding nearest venues in a radius and also corresponding coordinates, venue location and names.

<https://developer.foursquare.com>

B - Considering that our Company is interested in renting an existing location we will need a Rent dataset for San Francisco:
<https://web.archive.org/web/20180822060556/https://www.rentcafe.com/average-rent-market-trends/us/ca/san-francisco/>,
<https://www.zillow.com/research/data/>

Using this data will allow exploration and examination of San Francisco's potential locations. The foursquare data will enable us to properly group existing Restaurants according to location popularity. The Rent data will enable us to then compare the rent cost by location. San Francisco's locations of interest will then allow us to cluster and quantitatively understand the ideal locations most common to potential customers for our New restaurant.