WHERE SHOULD WE OPEN A CUISINE IN SILICON VALLEY?

IBM DATA SCIENCE PROFESSIONAL CERTIFICATE

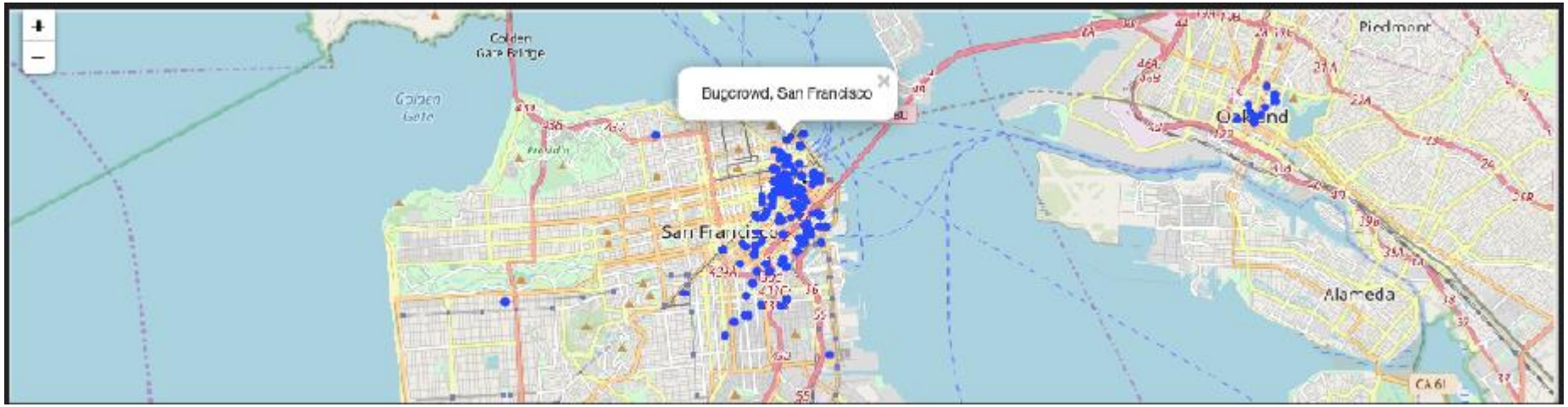
PROBLEM

- The main objective behind the idea is to find the best spot for the next profitable restaurant business in the Bay Area
- Starting a restaurant without analysis won't yield good results

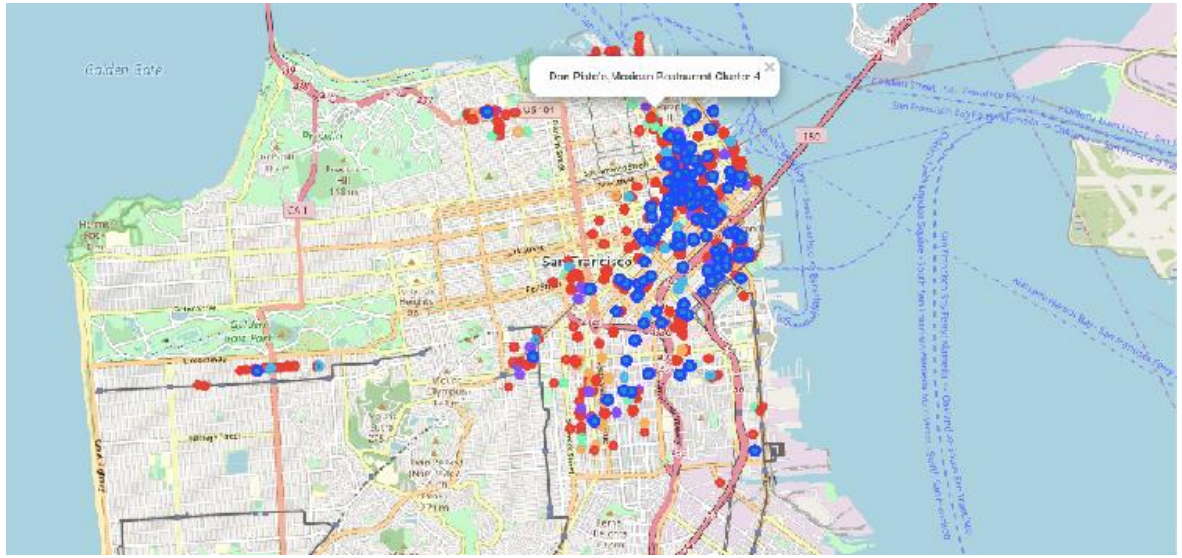
DATA SCIENCE METHODOLOGY

- The data was extracted from the open source version control platform Github. (created by Mr. Connor Leech (https://github.com/connor11528)
- The data consisted of 750+ rows. The first 200 rows were extracted from the datasource.
- Feature Selection and cleaning was carried out on the data.
- Map for all the offices in the Bay Area was plotted.

COMPANIES IN THE BAY AREA



MAP OF ALL RESTAURANT CLUSTERS ALONG WITH COMPANIES



CLUSTERS	COLORS	RESTAURANT CUISINE
0	Red	American, Japanese, Sushi
1	Purple	New American
2	Light Blue	Vietnamese
3	Green	Italian
4	Italian	Mexican

CONCLUSIONS

- The Mexican and New American cuisine restaurants are very less near the Cadre Talent office.
- In the East Bay region, there is neither an Italian nor a new American restaurant.
- In the San Leandro region, there is no New American restaurant, so opening one might be a good idea.
- Many other observations can be made before starting a restaurant business from the analysis performed.

Thank
you