



# The Battle of Neighborhoods - Chicago









# Business Problem

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Who: Miguel

What: Open a high-end Mexican restaurant

Where: Chicago. Preferably closer to downtown

Problem: Miguel does not exactly know where he should open the restaurant

# Data Requirements

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List of the neighborhoods in  
Chicago



Location coordinates for the  
neighborhoods



Venue information for the  
neighborhoods



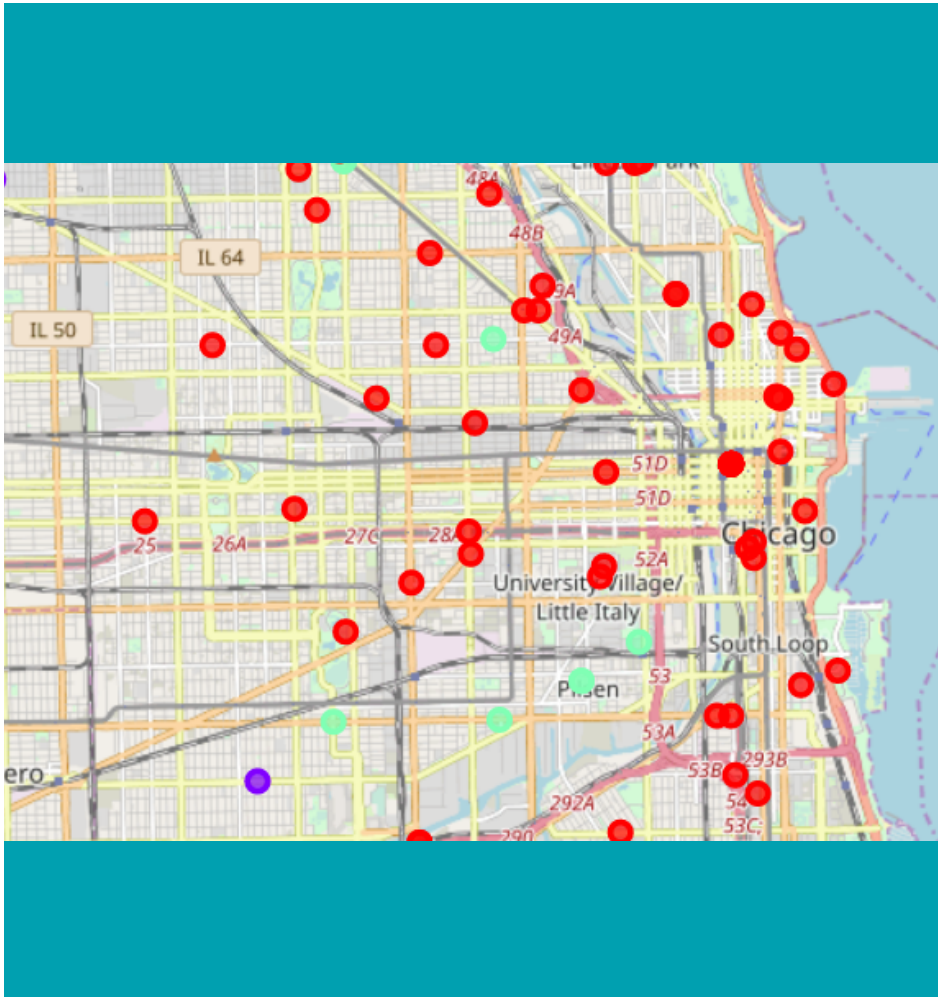
# Methodology

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- Import the list of Chicago neighborhoods from Wikipedia with Python and BeautifulSoup
- Obtain location coordinates for the neighborhoods with Python Geocoder package
- Use Foursquare API to acquire the venue information in Chicago

# Results

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- Cluster 1 (Red): Neighborhoods with low numbers of Mexican Restaurants
- Cluster 2 (Purple): Neighborhoods with moderate numbers of Mexican Restaurants
- Cluster 3 (Green): Neighborhoods with high numbers of Mexican Restaurants





# Discussion

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- Cluster 1 mostly located in the heart of Chicago
- Cluster 2 and 3 are primarily in the outskirts areas of the city
- Takeaway: Potential opportunities to open a high end Mexican restaurant that fit Miguel's needs
- Challenges: Higher costs, heavy competition, etc

## Next steps

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- Additional information needed such as demographics and potential customer food preferences
- Surveys, walkthroughs, etc
- Determine the maximum budget for renting expense
- Willingness to move further away from downtown for cheaper costs