Battle of the neighbourhoods Report

Background

Someone wants to open up a new Italian restaurant. The prospective restaurant owner has picked two possible locations to do so, but he is unsure whether he will able to face the competition in these locations. He needs to know how many restaurants he will be competing with and how many of those are Italian, so he is interested in knowing how many restaurants there are within walking distance (1km). He is also interested in the ratings, since he is going to provide topquality food and is not worried about restaurants with lower scores.

Questions

- How many restaurants are within a 1 km radius of the prospective location?

- How many of those restaurants are Italian?

- What are the ratings of these restaurants?

Data

The relevant data can be retrieved from the Foursquare API, as this dataset contains all relevant location information about restaurants, as well their popularity among the public.

Methodology

* Create longtitude and latitude variables for the respective locations, using the geopy package.
* Retrieve location data on the neighbouring restaurants, by calling the Foursquare API and let it return any restaurant within a 1000m radius.
* Count the number of restaurants.
* Check the ratings of each individual restaurant, by calling the Foursquare API and letting it return information about each venue.

Results

The analysis showed that there are 3 restaurants in the vicinity of location 1 , Zwanenveld 66, suggesting that there is not a lot of competition. The Foursquare API, unfortunately, did not allow me to request venue ratings as I had exceeded the maximum number of calls, so ratings could not be retrieved.

There were 12 restaurants in the vicinity of the prospective location, so the competition seems to be more fierce than in location 1. Again, it was not possible to return any ratings due to the Foursquare API not returning my request.

Discussion

On the basis of the results returned in this query, the restaurateur is advised to open his restaurant on location 1, as there seems to be less competition and the market on location 2 is overcrowded. However, there are a couple of factors that the restaurateur might take into consideration:

The overall price level of his product compared to the income in the different neighbourhoods is the first. Opening a high-end restaurant in a poor neighbourhood will probably not have the desired outcome. The second is the number of people living around the prospective location, i.e. the number of the target audience.

Conclusion

Based on the results presented here, the restaurateur is advised to pick location 1. However, he might want to do some more additional research to substantiate this advice.