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# Best Location for Thai Restaurant in Miami

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# Introduction

**Location is one of the most important factor to be considered in restaurant business.**

→ **Population**

High population area have a high demand of food.

→ **Density**

More density leads higher chance for more customer.

→ **Nature of customer**

Consumer habit is vary to each area. To understand this will give a big advantage.

## **Best location?**

- High Population
- High Density
- Match consumer habit  
(International Food Area)



# Data

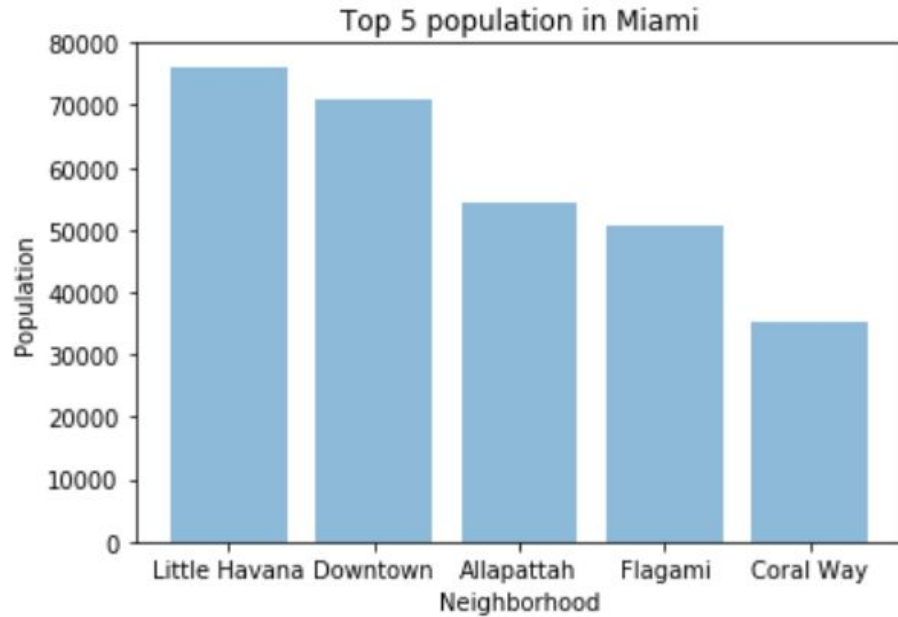
Data to be used in this analysis are from 2 sources:

→ **Location of neighborhood in Miami**

From [www.wikipedia.org](http://www.wikipedia.org)

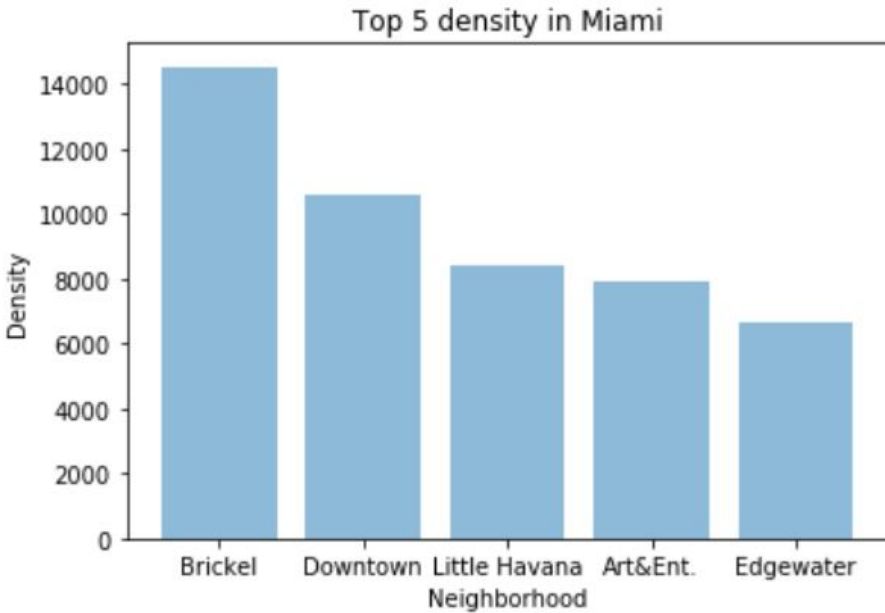
→ **Food venue of each Neighborhood**

From [www.foursquare.com](http://www.foursquare.com)



## Top 5 Population

Little Havana, Downtown and Allapattah are interesting as top population.



## Top 5 Density

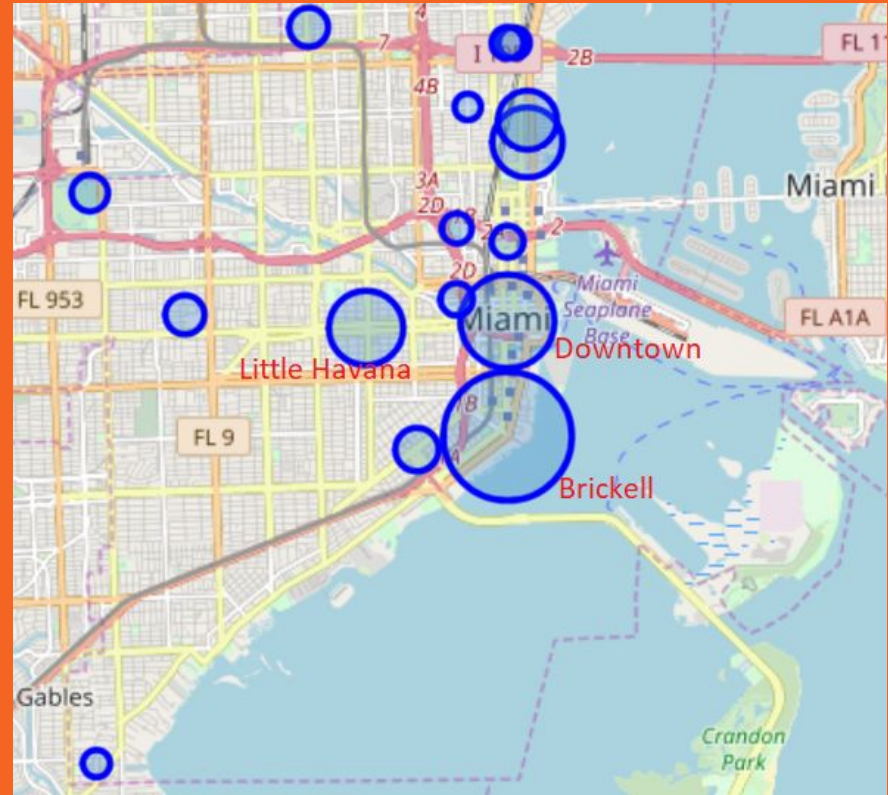
Brickell, Downtown and Little Havana are top density.

A hand holding a smartphone is visible in the background, with the screen showing some data. The background is a blurred red surface. The text is overlaid on the left side of the image.

# Downtown and Little Havana shown in Top 3 Population and Density

# Geography Location

confirmed that *Little Havana*, *Downtown* and *Brickell* are interesting as they locate close together in high density zone.





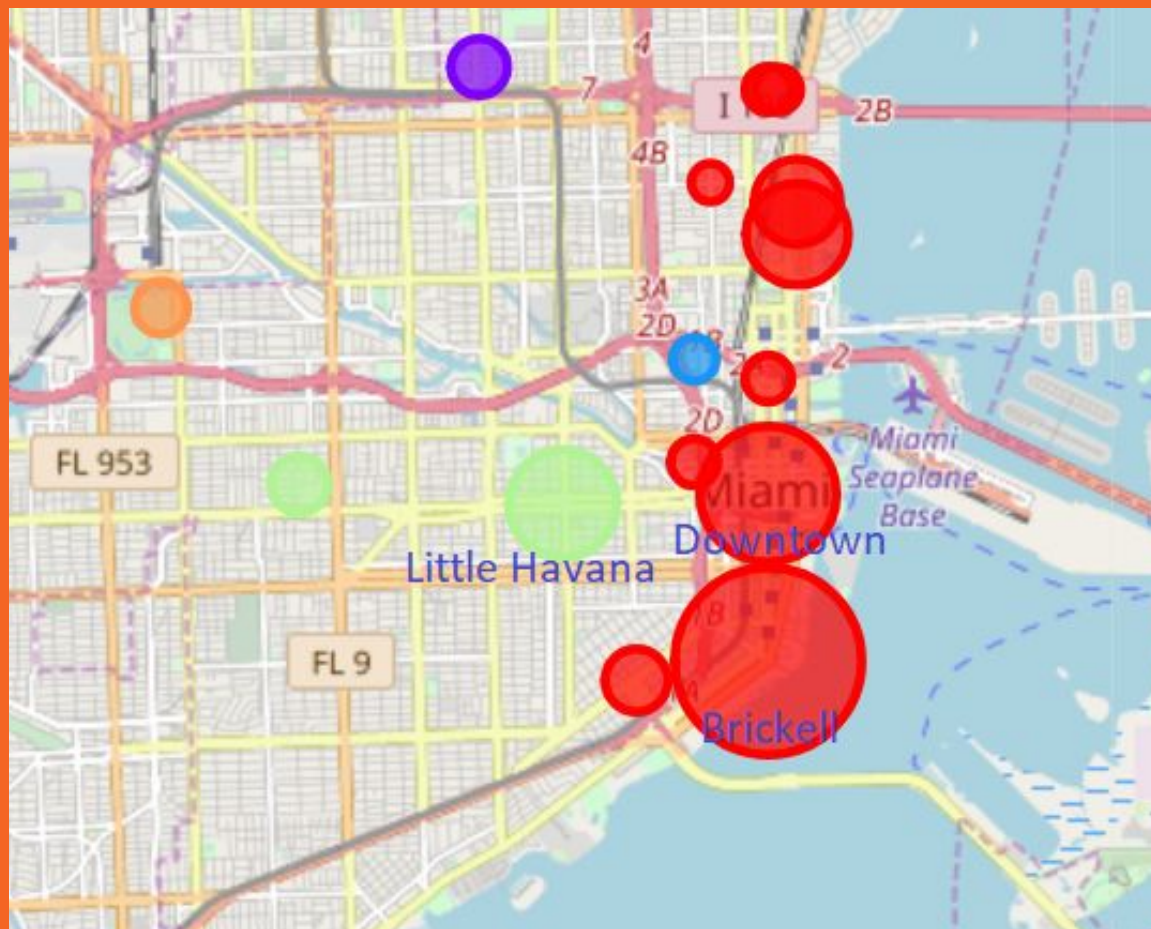
# Cluster Analysis

Clustering each neighborhood from common food venue data. The outcome separate Little Havana from Downtown and Brickell.



## Tip

Use higher cluster number,  $k$  to find the difference of data.





## 4. Conclusion

The best location for opening a Thai restaurant in Miami according to our target parameters are:

→ **Brickell**

The most dense neighborhood which is in the cluster of international food area.

→ **Downtown**

Second population and second density and also in the cluster of international food area.