Battle of Neighborhoods:

Determining the best location to Open a Pet Store in Orlando, Florida

Introduction:

The City of Orlando, Florida was given the nickname: *"the City Beautiful"*. It is one of the most-visited cities in the world primarily driven by tourism, major events, and convention traffic; in 2018 the city drew more than 75 million visitors. The two largest and most internationally renowned tourist attractions in the Orlando area include the Walt Disney World Resort, opened by the Walt Disney Company in 1971, and located approximately 21 miles (34 km) southwest of Downtown Orlando in Bay Lake; and the Universal Orlando Resort, opened in 1990 as a major expansion of Universal Studios Florida.

Business Problem

In this project we will try to find an optimal location for a Pet Store. This report will be especially useful to entrepreneurs interested in opening a pet store in Orlando, Florida.

There are many competing pet stores in the State of Florida. Therefore, we will try to detect locations that are not already crowded with pet stores, specifically around Orlando. We are also particularly interested in areas with dog parks but few pet stores in the surrounding area. Locations that are as close as possible to the city center are preferable, only if the previous two conditions are met.

In this project we will generate a few of the most promising neighborhoods based on the established criteria.

Data

Considering the established problem, some of the factors we will consider in decision-making are:

1. The number of existing dog parks in the neighborhood, regardless of the rating on Foursquare.

2. If any, the number of, and distance to each of the pet stores in the neighborhood.

3. The distance of each neighborhood from Orlando's city center.

The data sources that will be needed are:

1. Google Maps API

2. The coordinates of Orlando City center will be obtained through the Google Maps API geocoding.

3. Foursquare API to get the location and number of pet stores, dog parks in every neighborhood.