CAPSTONE PROJECT

ANALYZING THE BEST NEIGHBORHOOD FOR AN AMERICAN RESTAURANT

PROBLEM DEFINITION

• San Diego, California is densely populated area

•Wide variety of restaurants in different neighborhoods.

•Some neighborhoods have good number of American Restaurants.

•Which neighborhood would be best for a new restaurant?

DATA COLLECTION

•Data collected from Kaggle.com

• Raw data collected

• Data preprocessing was done removing null values, rows and columns not applicable

•Data frame of neighborhoods along with latitude and longitude

•Use of Foursquare API for finding venues near the neighborhoods data.

ANALYSIS AND ALGORITHMS

- Re-defined the data frame with neighborhoods and American restaurants

- Used machine learning algorithm (k-Means) to cluster data points

- Clustered data points into 3 clusters.

ANALYSIS

- Out of the three clusters cluster 1 had the highest concentration of American restaurants

- Cluster 3 had the next highest concentration of American restaurants.

- Cluster 2 had the lowest concentration.

RESULTS

• Cluster 2 had the lowest concentration of American restaurants.

• Neighborhoods where American restaurants were less are Kearny Mesa, Miramar, Pacific beach,

La jolla village, Clairemont.

• Stake holders can consider these neighborhoods for starting a new American restaurant.

CONCLUSION

Thank you!