The battle of the neighborhoods

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# Introduction

# Restaurants are very important attraction to several people who wish to move to a specific area of a county or state, as well as for open-minded tourists who wish to explore a different variety of cuisines. But to the aspiring entrepreneur whose goal is to open a new restaurant, location is paramount to consider when opening a new restaurant. There are a variety of factors that influence the location for such enterprise, such as anticipated sales volume, accessibility to potential customers, the rent-paying capacity of your business, restrictive ordinances, traffic density, customer parking facilities, proximity to other businesses, history of the site, terms of the lease, and future development.

# This project will explore the issue of neighboring restaurants in the San Diego area in addition to their categories--entailing the type of cuisine served--which may be for or against those trying to open restaurants. San Diego, California has one of the most diversified communities in the United States, offering a myriad of different cuisines from different parts of the world. The rich tapestry of cuisines is tremendous and is enticing to almost anyone who aspires to open their own restaurant whether their goal is serve cuisine from the U.S., Europe, Latin America, Africa, Asia or somewhere else. However, as highlighted above, there are many other factors that influence the decision to locate. This project aims to shed light into the variety of cuisines offered by every community and will aid relevant stakeholders in finding the right location to open a new restaurant of their choice.

# Data

# In order to procure restaurant data, I use the BeautifulSoup library to web scrape the zip codes of San Diego county in the city-data page[[1]](#footnote-1). For every extracted zip code, I then web scrape its list of neighborhoods in the other city-data page[[2]](#footnote-2). This data is then passed into the google geocoding API to collect the location coordinates of every zip code. First, in order to use the google geocoding API, one has to create an API key and is well-advised to restrict this key to only the geocoding API as well as specified websites in order to secure it from unauthorized usage in the event it gets in the hands of an illegitimate user.

# After collecting the location coordinates, those coordinates are passed into the Foursquare API to find the top 50 most popular restaurants per zip code. This data, along with the neighborhood data, is then coalesced and preprocessed for subsequent analysis.

1. # https://www.city-data.com/zipmaps/San-Diego-California.html

   [↑](#footnote-ref-1)
2. # https://www.city-data.com/zips/{enter\_zip\_code}.html

   [↑](#footnote-ref-2)