Coursera Capstone

IBM Applied Data Science
Capstone

Opening a Seafood Restaurant in Houston

Part-1:
Introduction/Business Problem

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1. Introduction

Houston is the most populous city in the U.S. state of Texas, fourth-most populous city in the United States, most populous city in the Southern United States, as well as the sixth-most populous in North America, with an estimated 2019 population of 2,320,268. Houston's demographics show that it is a large and ethnically diverse city. An estimated 600,000 illegal immigrants resided in the Houston area in 2017, comprising nearly 9% of the city's metropolitan population.

This final project explores the best locations for seafood restaurants throughout the city of Houston. The seafood diet is based on the principle of health and longevity. Seafood is not only tasteful and mouth-watering but also offers various health benefits. Now when the idea of a healthy lifestyle conquered the minds of people all over the country, seafood restaurants became extremely popular, as they offer a healthy alternative to regular American eating habits. That's why potentially the owner of the new East European restaurant can have great success and consistent profit. However, as with any business, opening a new restaurant requires serious considerations and is more complicated than it seems from the first glance. In particular, the location of the restaurant is one of the most important factors that will affect whether it will have success or a failure. So, my project will attempt to answer the questions "Where should the investor open a seafood restaurant?" and "Where should I go If I want great seafood?"

2. Business Problem

The objective of this Capstone project is to analyze and select the best locations in Houston to open a new seafood restaurant. Using Data Science methodology and instruments such as Data Analysis and Visualization, this project aims to provide solutions to answer the business question: Where do you suggest the successful investment to open a seafood restaurant? And where are the best seafood restaurants in Houston?

3. Target Audience of this project and some demographic facts

This project is particularly useful to developers and investors looking to open or invest in a seafood restaurant in the city of Houston. Overall, Houston is a great place to open a restaurant with an ethnical cuisine. With its diverse culture, comes diversity in the food items. There are many restaurants in Houston, each

belonging to different categories like Chinese, Indian, French, etc. Why did I decide to focus on seafood cuisine in my project? Now when the idea of a healthy lifestyle conquered the minds of people all over the country, seafood restaurants became extremely popular, as they offer a healthy alternative to regular American eating habits.