IDENTIFYING OPTIMAL LOCATIONS FOR FINE DINING

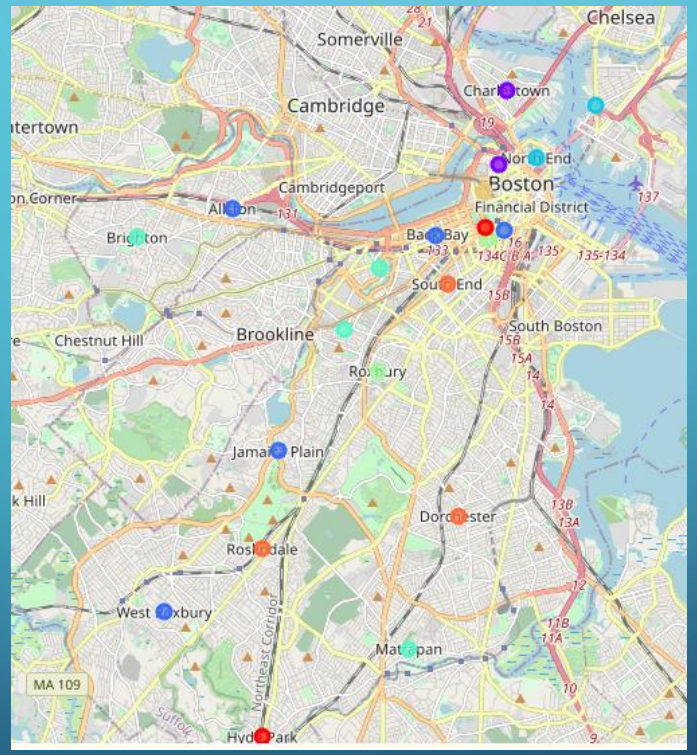
WHY IT MATTERS

- Restaurants are prone to failure, especially fine dining locations
- A primary cause is inability to compete with established restaurants of similar quality

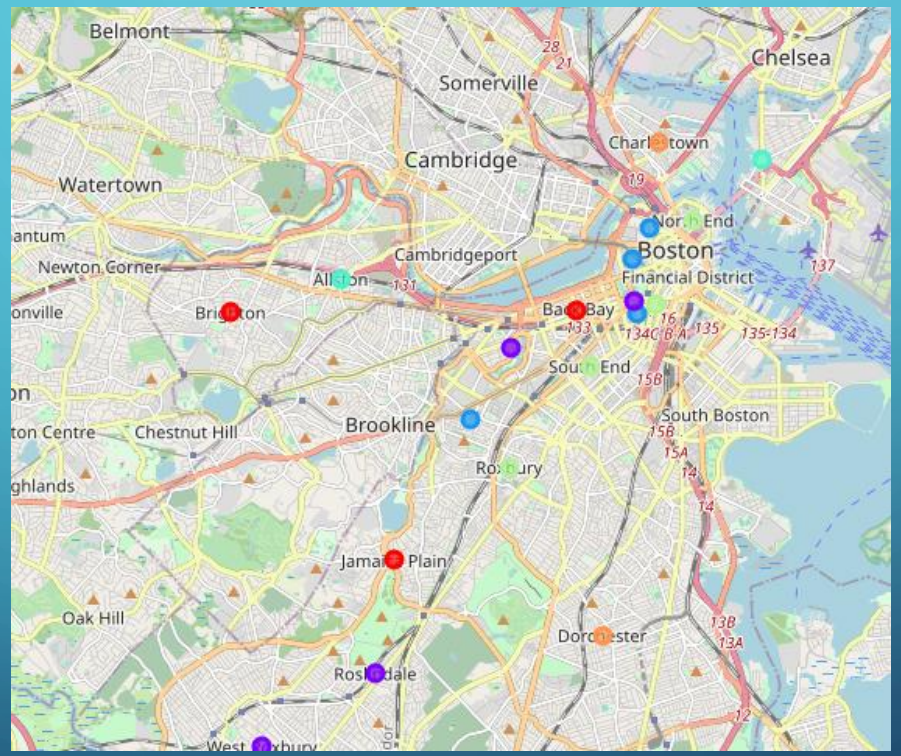
DATA ACQUISITION

- Neighborhoods in Boston scraped from https://en.wikipedia.org/wiki/Neighborhoods_in_Boston
- Data for restaurants acquired from FourSquare API, including location and rating (due to limitations on the number of times FourSquare could be called, ratings have limited accuracy)

HIGHEST QUANTITY CONCENTRATED IN CITY CENTER



HIGHEST QUALITY IN SOUTH AND CENTER



RESULT: BEST NEIGHBORHOODS FOR NEW FINE DINING HAVE LOWER NUMBER OF RESTAURANTS AND AVERAGE RATINGS

	Neighborhood	Restaurant Count	Count Cluster Labels	Latitude	Longitude	Rating Cluster Labels	Ratings
6	Chinatown, Boston	30	2	42.351329	-71.062623	4	3
9	East Boston	22	3	42.375097	-71.039217	3	5
15	North End, Boston	22	3	42.365097	-71.054495	4	3

CONCLUSION AND FUTURE DIRECTIONS

- Built useful model for identifying potential sites for fine dining restaurants
- Could use increased granularity and accuracy
- Capture more traits of restaurants, such as cuisine, target customer base, etc.