Coursera Capstone Project

# Introduction

Yo! Sushi are a UK based company that have almost 70 restaurants across England, Scotland, Wales. They are primarily based within major cities but have set themselves as one of the leading chain restaurants serving sushi and other varieties of Japanese food. However, as they are only UK based it would be difficult for them to penetrate the markets of another country without the appropriate research being done. As they have over 19 different restaurants within the London district, it is quite likely that they would be able to establish themselves in foreign markets with cities similar to that of London.

The problem this report will attempt to solve is that of finding the best locations for Yo! Sushi to attempt to establish themselves in New York and Toronto, both economic capitals like London.

# Data

The data that will be used in this project are from numerous locations. The main section of the data will be the food related locations for New York, London, and Toronto, which will all be acquired from Foursquare. This Foursquare data will mainly comprise of the type of venue, and the longitude and latitude so it can be used in spatial analysis. The zip codes for each area within New York, London, and Toronto, will be sourced via their respective open portals, which provide the zip codes along with the longitude and latitude. Similarly, the demographic data for the populations that live in those areas will also be sourced via each open data portal. Each zip code will have the demographic data appended to it and the top 10 type of food venues calculated using the Foursquare data.