

# NEW PERSIAN RESTAURANT IN ORANGE COUNTY

By Ali Babaie

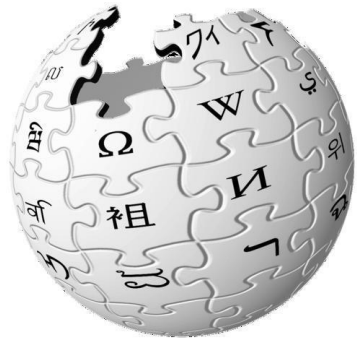


# INTRODUCTION

- ▶ Restaurants need to have a certain amount of customers to stay in business
- ▶ There are so many Persians in the OC
- ▶ Everybody likes Persian food

# DATA

- ▶ Data obtained Through:
  - ▶ FOURSQUARE API
  - ▶ Wikipedia
- ▶ Data cleaning performed to:
  - ▶ Improve data quality
  - ▶ Increase overall productivity



**WIKIPEDIA**  
*The Free Encyclopedia*



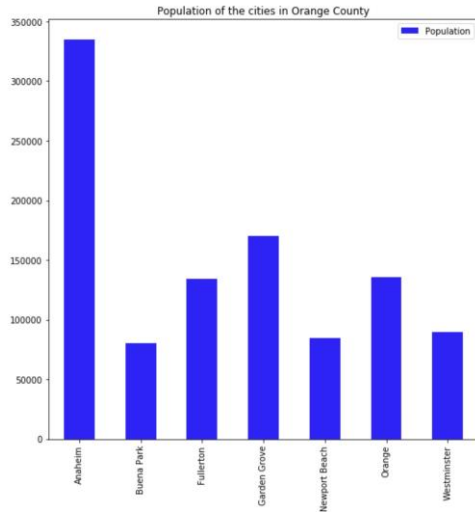
**FOURSQUARE**

# DATA CLEANING EXAMPLE

► JSON file into a Pandas Dataframe

	name	categories	lat	lng	labeledLatLngs	distance	postalCode	cc	city	state	country	formattedAddress
0	Persian food wholesome choice	Middle Eastern Restaurant	33.670132	-117.827706	[{"label": "display", "lat": 33.67013179618636, "lng": -117.8277055252496}],	9737	92612	US	Irvine	CA	United States	[Irvine, CA 92612, United States]
1	Darya Persian Cuisine	Persian Restaurant	33.696149	-117.889960	[{"label": "display", "lat": 33.69614915759538, "lng": -117.88995967073588}],	6263	92704	US	Santa Ana	CA	United States	[3800 S Plaza Dr, Santa Ana, CA 92704, United States]
2	Persian Family Dinner	Mediterranean Restaurant	33.689171	-118.015775	[{"label": "display", "lat": 33.68917149448945, "lng": -118.015775}],	15061	NaN	US	Huntington Beach	CA	United States	[Huntington Beach, CA, United States]
3	Darbari Persian Grill	Persian Restaurant	33.642367	-117.917264	[{"label": "display", "lat": 33.64236674783392, "lng": -117.917264}],	12744	92627	US	Costa Mesa	CA	United States	[1866 Newport Blvd (Flower St), Costa Mesa, CA, United States]
4	Hatam Persian Grill	Afghan Restaurant	33.845035	-117.958139	[{"label": "display", "lat": 33.84503463038067, "lng": -117.958139}],	13325	NaN	US	Mission Viejo	CA	United States	[Mission Viejo, CA, United States]
5	Caspian Restaurant	Persian Restaurant	33.708321	-117.782633	[{"label": "display", "lat": 33.7083212809436, "lng": -117.782633}],	9366	92604	US	Irvine	CA	United States	[14100 Culver Dr, Irvine, CA 92604, United States]
6	Rendez-vous Fine Persian And European Cuisine	Middle Eastern Restaurant	33.662369	-117.667847	[{"label": "display", "lat": 33.66236877441406, "lng": -117.667847}],	21152	92630	US	Lake Forest	CA	United States	[20651 Lake Forest Dr, Lake Forest, CA 92630, United States]

```
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County Population

Place

Anaheim	Orange	335057
Santa Ana	Orange	325517
Irvine	Orange	205057
Huntington Beach	Orange	189744
Garden Grove	Orange	170148

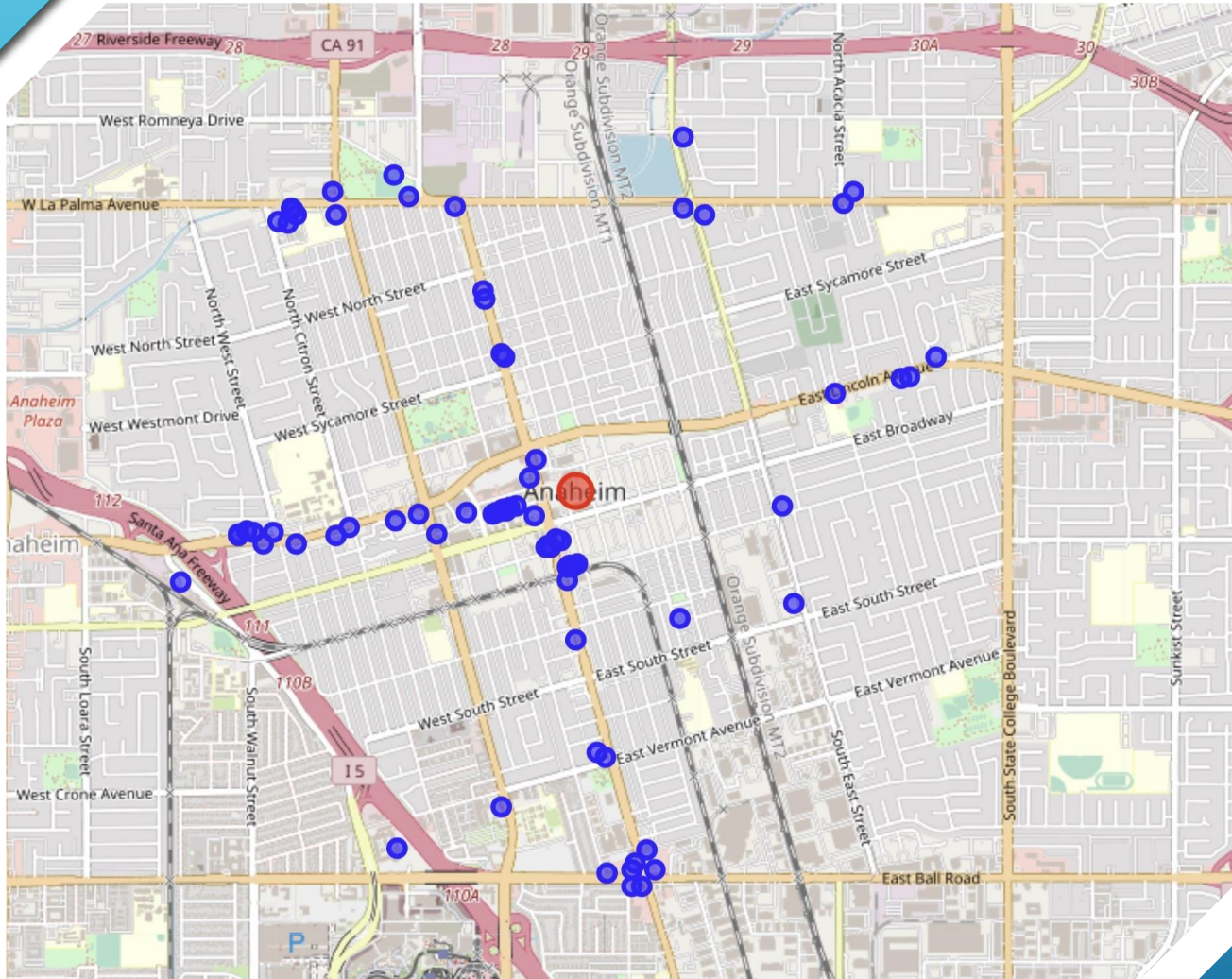
# METHODOLOGY

- ▶ After some analysis I decided to pick Anaheim as the city for investment
- ▶ More population means more customers



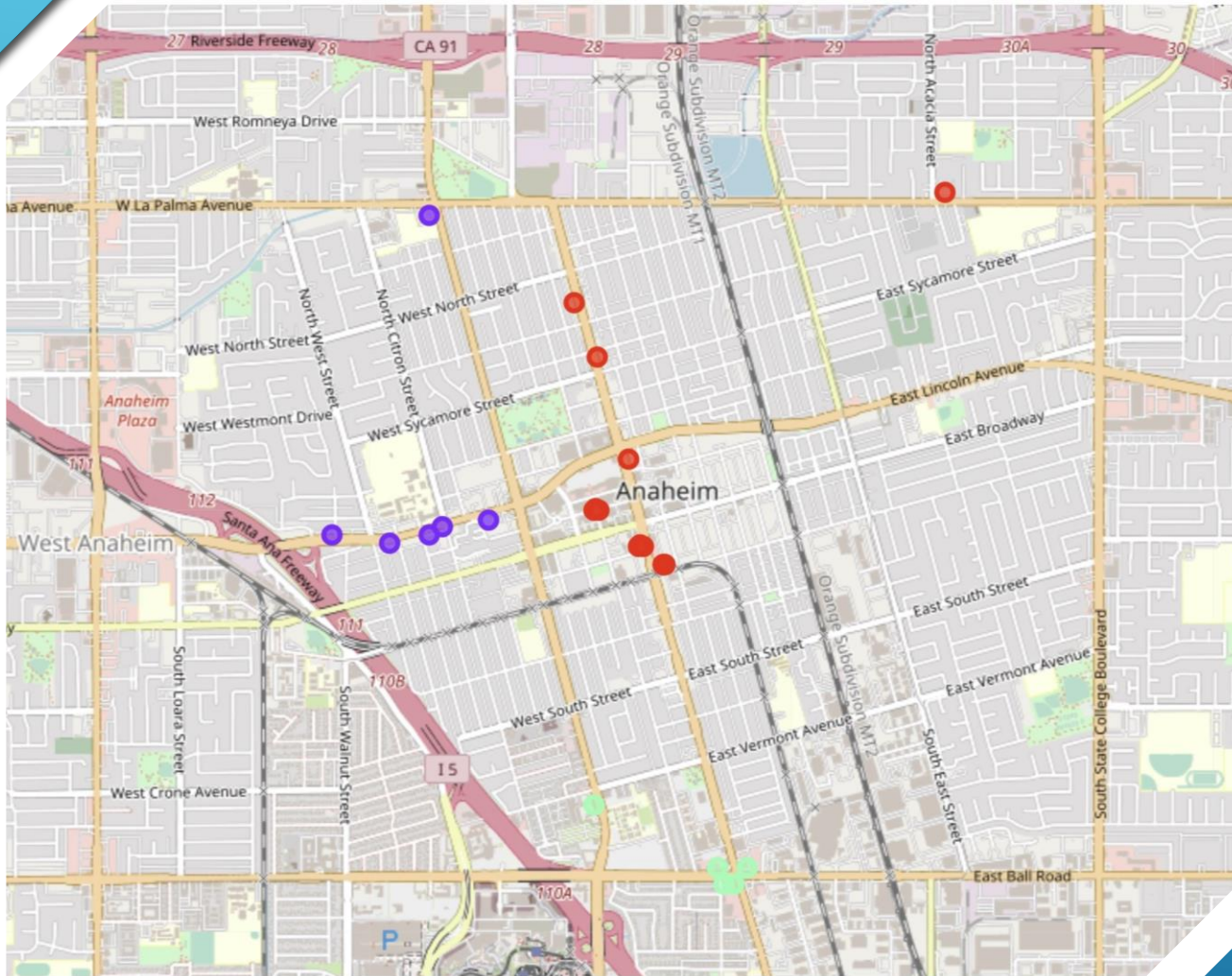
# METHODOLOGY

- But which part of the city?




# METHODOLOGY

- After some more data cleaning & clustering I ended up with this



# RESULTS & CONCLUSION

- ▶ There are 3 clusters from North to West, and South
  - ▶ Eastern part of the city through South is available for us
  - ▶ The stakeholders will have the final decision on the location
- 
- Several white lines of varying lengths and orientations are positioned in the bottom right corner of the slide, creating a modern, abstract graphic element.