[](https://cognitiveclass.ai/)

**Best Location for a new Italian Restaurant in Ottawa**

# Introduction

In order to have a successful restaurant, its location is very important to have the majority of the customers, at least in that area, to use it to be distant from other competitive business that will draw back some or the majority of users out of its dining room. A study should be performed ahead of time to find out the best location to have a new restaurant.

In our case, Ottawa city is the intended area. With the presence of many restaurants in town, customers have many options to dine in. So, one of the major importance is to choose a good location that can maximize its success. The interested owner(s) of opening a restaurant business, specifically, that serves Italian cuisine will be extremely interested in this analysis.

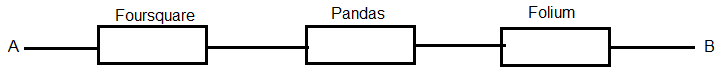
# Data



The data needed is the locations of the restaurants in Ottawa, specifically restaurants that serves Italian cuisine that may have better probability of success. To know this step toward its popularity, we are going to query the locations information from the Foursquare software in order to get a visual on the city. And we must get location of the densest Italian people that may be more probable to use this cuisine. Italian cuisine is a famous cuisine, a lot of people like this cuisine therefore the new restaurant should be accessible to other people.

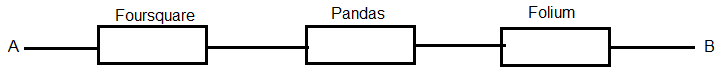
# Methodology

In general, the process is following this pipeline:



1. Point A Request to the Foursquare API
2. Foursquare API gets the request to output the locations’ data for the intended restaurants
3. Python Pandas library transforms these locations’ data to tabular data to allow simple refining
4. Folium will provide the map of the environment
5. Point B is the intended location of the new restaurant

Specifically, the process includes few more sub steps



1. After step 4, the process will
2. Point A Request to the Foursquare API
3. Foursquare API gets the request to output the location for the intended address
4. N/A
5. Folium will provide the map of Little Italy region included in the original map
6. And this time will loop back
   1. Point A Request to the Foursquare API
   2. Foursquare API gets the request to output the predicted location for the new restaurant
   3. N/A

# Results

The last sub-sub-step is missing part 4 and 5, which is the result. Some visual inspections will be enough to let us shift our view as we care in opening a new business to be popular to generate income. The predicted location should

* Be close to the region where Italian are denser in (this may be on different region but for now I base that on the history) to be backed by and recommended by their people, if it gets famous
* Have access to other Canadians, therefore close to the bus station, O-train and can be easily accessed by car
* Be near to a big venue that can draw a lot of people, in our case it is close to Dows lake

# Discussion

Any business should have access to a lot of resources to be active. One of the main and especially important resource is the people around. Demographic can change and Little Italy will not draw a lot of traffic by people crossing one edge of Preston Street to the other side of the town. That may significantly affect the popularity of this restaurant and Ottawa’s population is growing and predicted to be on a rate of 16% (2016-2031) according to Statistics Canada[[1]](#footnote-1), therefore the need of a demographic analysis before opening.

# Conclusion

The new restaurant is set on a accessible footsteps by a lot of customers. A good Italian menu and specifically a chef who is experienced with that cuisine is on the list to be the next step.

1. [Ottawa's Population | City of Ottawa](https://ottawa.ca/en/city-hall/get-know-your-city/statistics-and-economic-profile/statistics/ottawas-population) [↑](#footnote-ref-1)