

IBM DATA SCIENCE – CAPSTONE PROJECT

Indo-Chinese Restaurant Site Selection in Boston (USA) - The Battle of Neighborhoods

Introduction / Business Problem

Choosing a location for new restaurant is one of a few keys to profitability. A restaurant's location influences many aspects of business operation, including the menu and style of the dining room. Identifying and researching a potential restaurant site can generate mountains of work.

Boston, The Massachusetts capital city is well-known for its culture, food and world leading research institutes. Being attractive to tourists and international students, food industry is always encouraging for entrepreneurs to take profitable advantage of diverse customer target market.

Our client is interested in opening an 'Indo-Chinese' Restaurant in the city and would like to discover an excellent location for the purpose. 'Indo-Chinese' food is an Indian style spicy noodles and rice-based dishes. Boston has few Indian restaurants who offers limited dishes from this cuisine. However, there are no authentic taste and cuisine special restaurant is available within Greater Boston area.

In this report, we will illustrate how Data Science helps businesses to analyze location decisions for our business purpose.

Data

We gather real world data of both the description and the classifications of the venues in a city, as well as postcodes in Greater Boston area.

- Foursquare API - For the venues
We will explore venues, by types and ratings to determine target market and perform analysis of potential sites.
- Data.Boston.gov – For Neighborhoods data –
obtained from link (http://bostonopendata-boston.opendata.arcgis.com/datasets/3525b0ee6e6b427f9aab5d0a1d0a1a28_0.csv?outSR=%7B%22latestWkid%22%3A2249%2C%22wkid%22%3A102686%7D)

We will get geocoordinates of neighborhood boundaries of Boston area for clustering.