Restaurants in Glendale, CA

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IBM Data Science Specialization

Capstone Project Introduction

**Introduction**

1. **Background**

Glendale California is a city in Los Angeles county with a population of over 200,000, due to the cities’ large Armenian population, Middle Eastern are also widely available. Believing that too much competition exists to open a Middle Eastern restaurant, our client is looking to open either a Thai, Mexican or Italian restaurant in Glendale. Our client is primarily concerned about the number of competitors for each type of restaurant. Additionally, our client wants to know which Glendale zip code (other than heavily residential zip codes 91208 and 91207) is best suited for this new restaurant

This report will first discuss the data requirements and methodology used to make this recommendation.

1. **Problem**

The purpose of this project is to answer the following questions:

1. Can Foursquare location data be used to provide a recommendation for our client regarding which of the three cuisine types should they choose.
2. Can Foursquare location data be used to provide a recommendation for which zip code is best suited for this new restaurant
3. **Interest**

This project will be of interest particularly to anyone who is trying to open a restaurant in Glendale CA. Additionally, anyone who is looking to open a restaurant anywhere in the United States can use the methodology in this project for similar insights.