

Capstone Project - Battle of the Neighborhoods



Opening a BBQ restaurant - which North Texas City?

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Business Problem

The purpose of this project is to analyze and select the best city to open a new BBQ restaurant. Using Data Science methodology and tools such as Data analysis and visualization, this project aims to provide solutions to solve the business question: 'Which city is best for opening a barbecue restaurant in North Texas?'



Data

Data required

- **List of BBQ restaurant in North Texas cities: Fort Worth, Dallas, Arlington, Burleson.**
- **Latitude and longitude coordinates of BBQ restaurants**
- **Venue data related to restaurants**

Sources of data

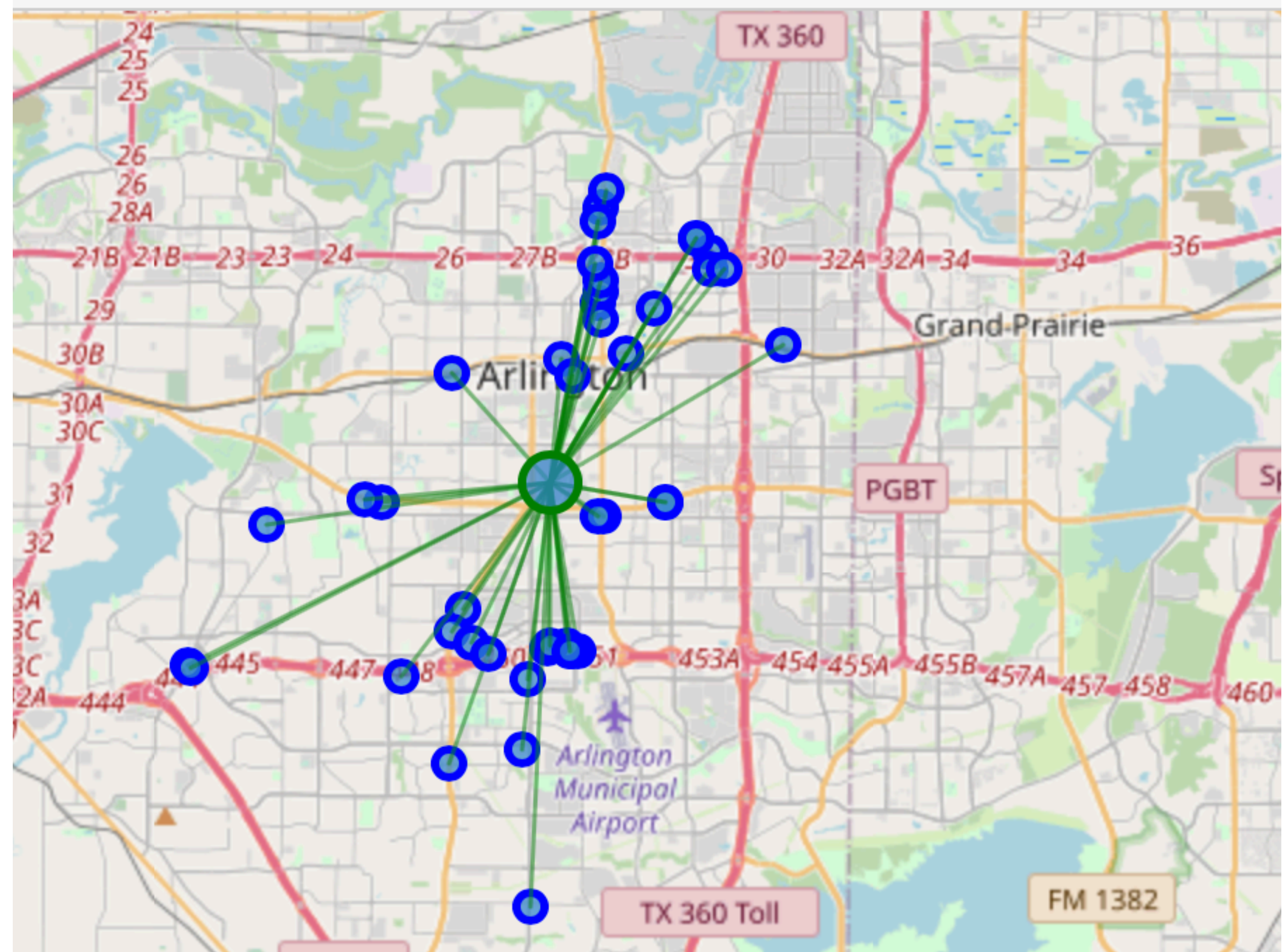
- **Geocoder packae for latitude and longitude coordinates**
- **Four square API for venue data**

Methodology

- **Using FourSquare, locate all venues and filter for BBQ restaurants.**
- **Sort the data based on city**
- **Visually assess the data using Folium Maps.**

Results

- We now see that Arlington is the best city to start a BBQ business.
- The Mean Distance from Mean coordinates for Arlington is 0.046168187171347894.
- While Burleson is less dense with BBQ restaurant, Arlington more open neighborhoods
- Entrepreneurs would be more successful and incur less risk of failure in Arlington.



The End

