



IBM Applied Data Science Capstone

What is the best town in the lower north island of
New Zealand to open a fast food joint in ?

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Introduction

- My friend has approached me asking what town is best to open a restaurant in the lower North Island of New Zealand.
- I have decided to help out my friend and look into this by reviewing each town by:
 - Visibility
 - Population
 - Other restaurants within the towns
 - Other businesses within the towns

Business Problem

- My friend is unsure where to open his restaurant and if he chooses the wrong town this could lead to low foot traffic or even bankruptcy, which would affect him substantially.
- Examining the towns of lower North Island of New Zealand and coming up with a conclusion to help where my friend should base his restaurant, is a huge motivation for me as I want my friend to succeed and this would help him and his business get closer to succeeding.
- This report will be useful for stakeholders interested in opening a restaurant in the lower North Island of New Zealand

Data being used

- The dataset going to be used in this project is the Greater_Wellington_Region_Basemap.csv provided by:
 - <https://data-gwrc.opendata.arcgis.com/datasets/placenames-towns>
- This Wikipedia site will be web scraped for population numbers:
 - https://en.wikipedia.org/wiki/Wellington_Region
- Then using the coordinates provided by the dataset – foursquares API will be searched to find all restaurant locations and types within each town centres