

Finding a Place for a Restaurant in Raleigh

Introduction/Business Problem:

In the city of Raleigh, if one wants to find an area to create a restaurant venue, where would you recommend opening one? There are a lot of restaurants in Raleigh, especially since it is the home of one of the state's largest universities, NC State. In addition, there are 15 other colleges and universities within local area. The background of the problem is, where might someone open a profitable restaurant venue that would maximize profits, as you want to not only take advantage of the fact that there are a significant amount of young people in the area, but so that you do not lose profits or customers to other surrounding entertainment venues?

The basic idea is to find a suitable location for an restaurant that is within Raleigh, that is suitable for not only business, but takes advantage of the proximity to colleges and universities in the area.

Data Collection:

The project will collect data from the following sources:

- **Foursquare API:** use Foursquare to collect data from Raleigh and surrounding areas within 50 miles
- **Raleigh Open Data:** contains API for both Colleges and Universities and Restaurants

Raleigh:

Raleigh geographical area covers 144.8 square miles. The objective is to find probable areas that may be advantageous to opening a restaurant.