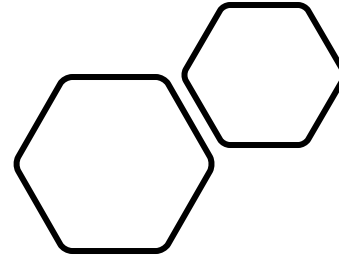


Do Food
Outlets
cluster?



Outline



INTRODUCTION



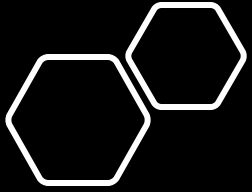
METHODS



RESULTS



CONCLUSION



Where to put your new restaurant

- Do you put your new restaurant near to similar restaurants or in a separate Borough?
- This study into food outlets aims to determine if food outlets cluster

Methods



Two cities were
studied

Toronto
New York



Food outlets were obtained from
FourSquare within each Borough



Food outlets were clustered based on
their classification

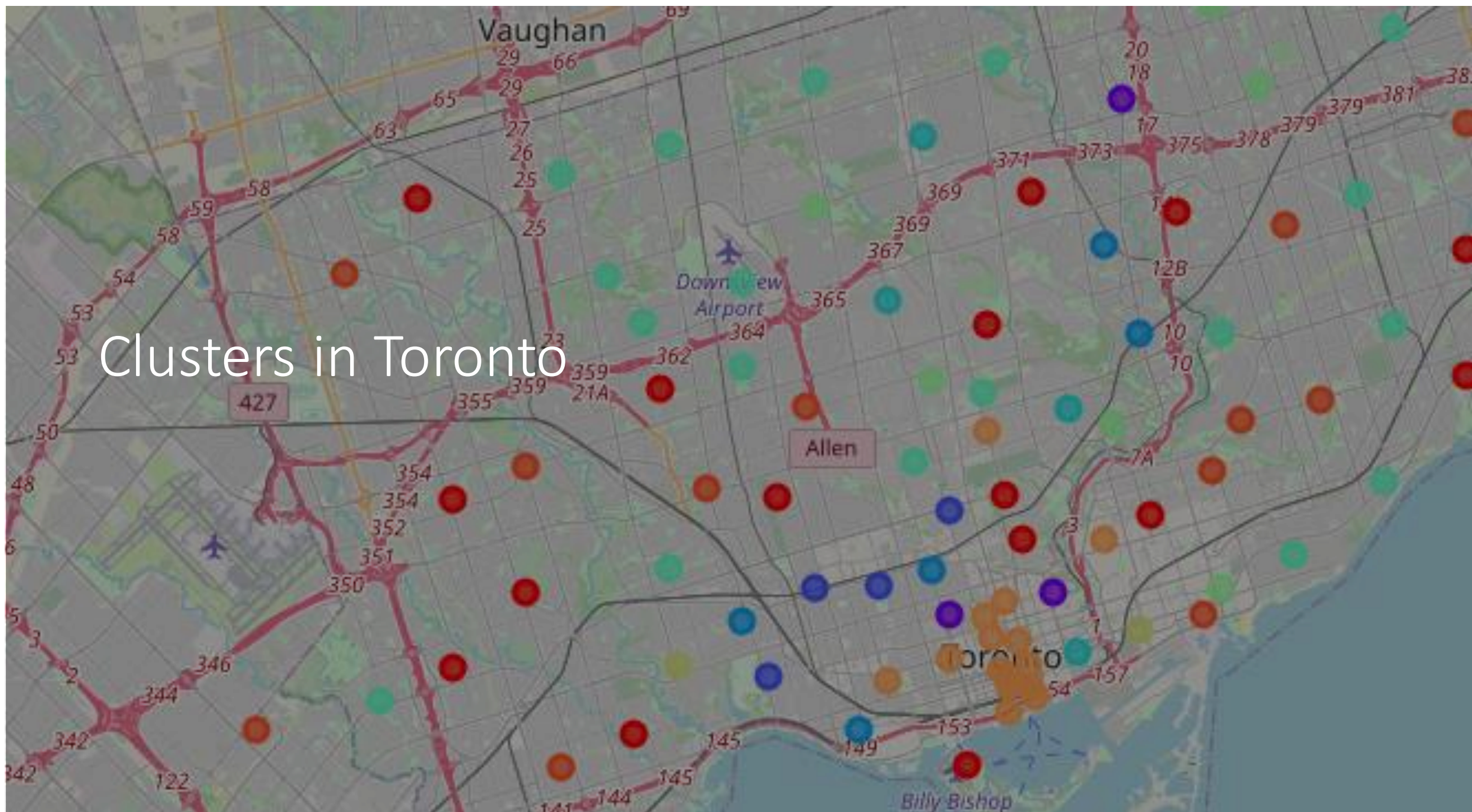


Clusters were plotted against location



Clusters in New York

Clusters in Toronto

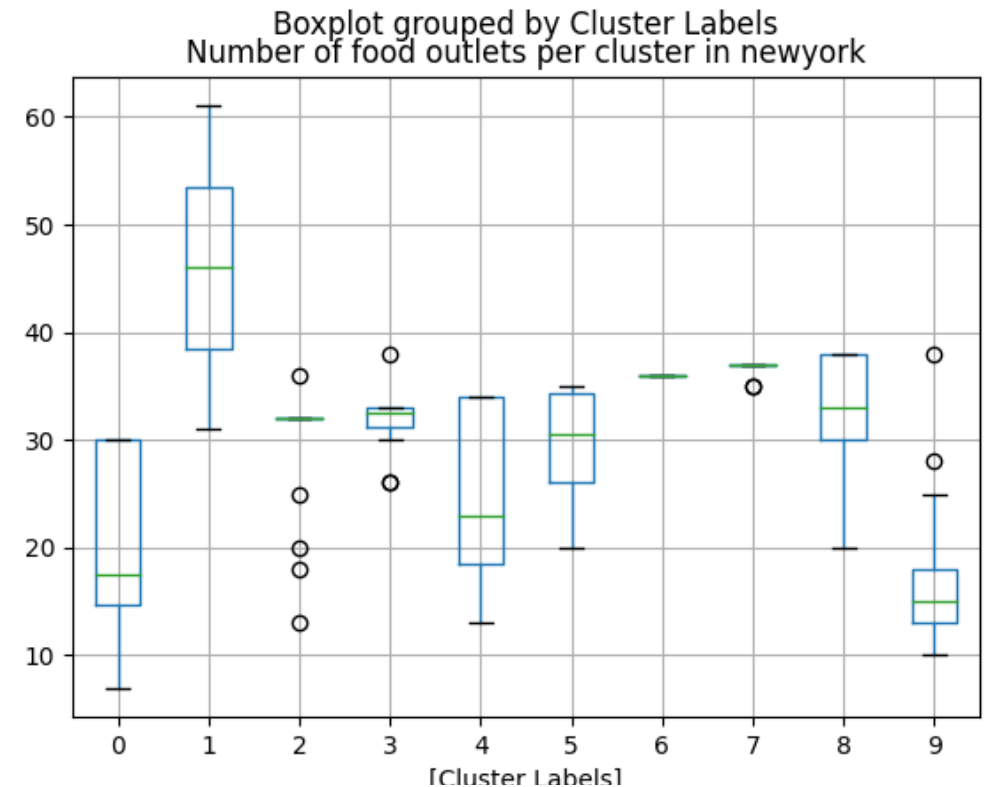
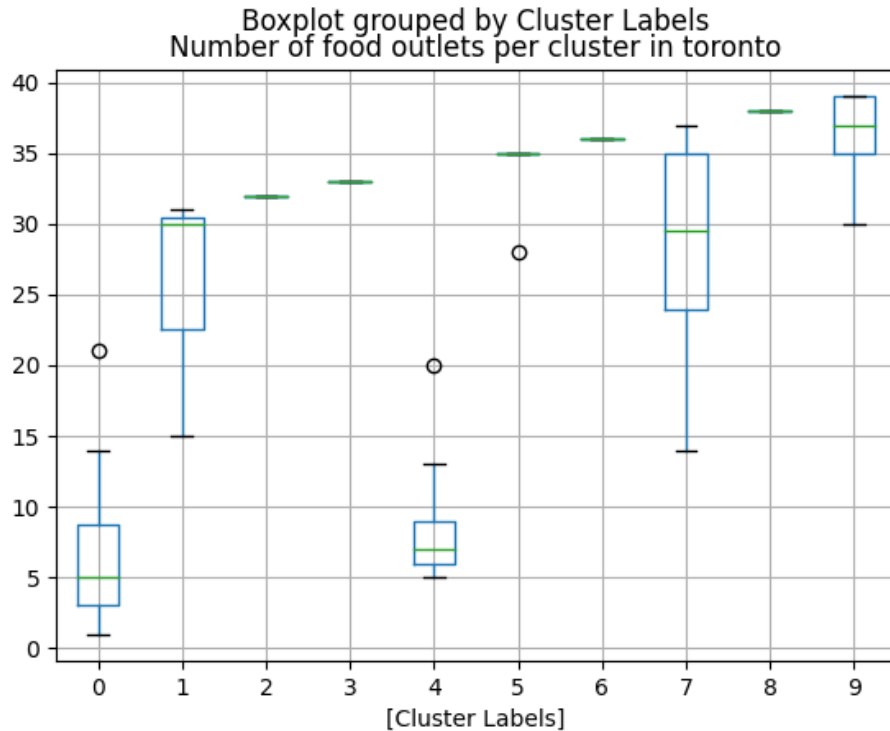


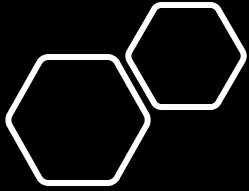
Results

- The less central locations of the city show variability in which cluster of food outlets they have
- In New York very few adjacent boroughs have the same cluster of food outlets.

Number of food outlets per cluster

- Box plots of Number of food outlets show most clusters had similar number of food outlets in New York. But Toronto showed differences between the clusters





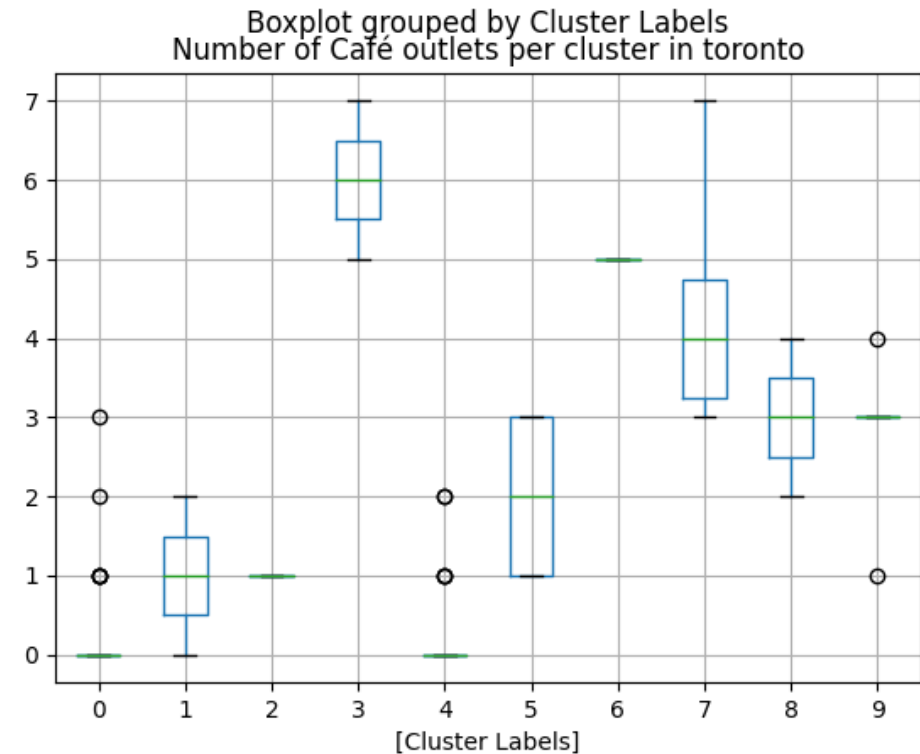
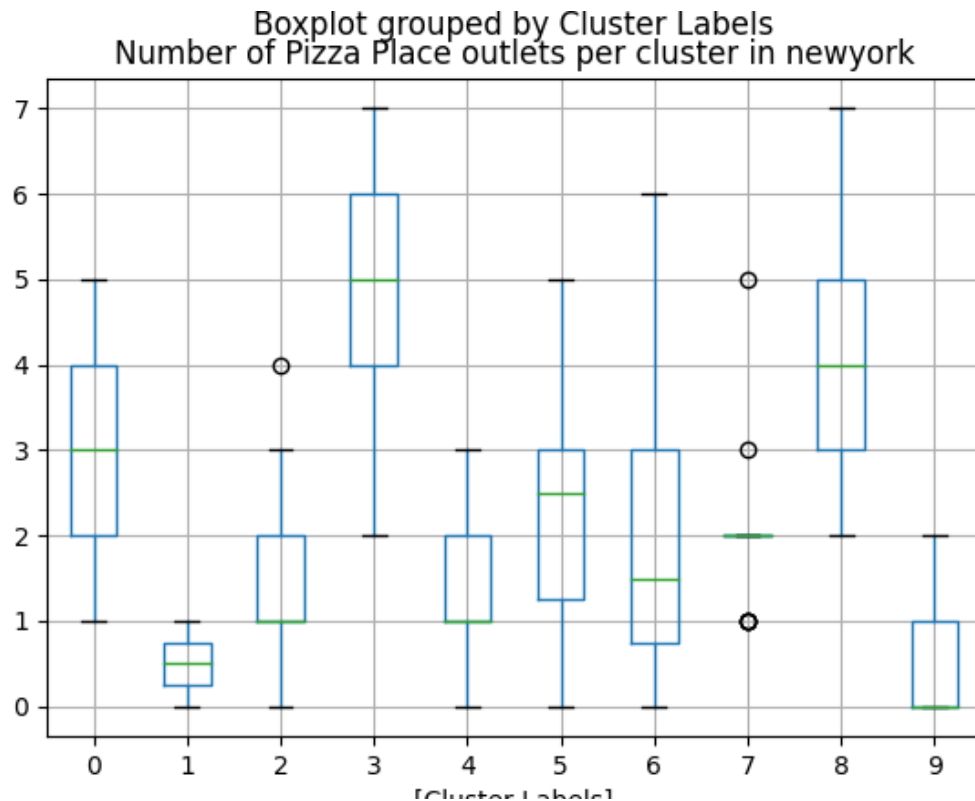
But does this
affect the
most popular
food outlets?

Some of the most popular
food outlets appear top in
more than one cluster

Cluster Labels		Most Popular Outlet in New York	Most Popular Outlet in Toronto
	0	Pizza Place	Pizza Place
	1	Korean Restaurant	Restaurant
	2	Italian Restaurant	Greek Restaurant
	3	Pizza Place	Café
	4	Chinese Restaurant	Bakery
	5	Deli / Bodega	Japanese Restaurant
	6	Italian Restaurant	Café
	7	Mexican Restaurant	Café
	8	Pizza Place	Café
	9	Deli / Bodega	Pizza Place

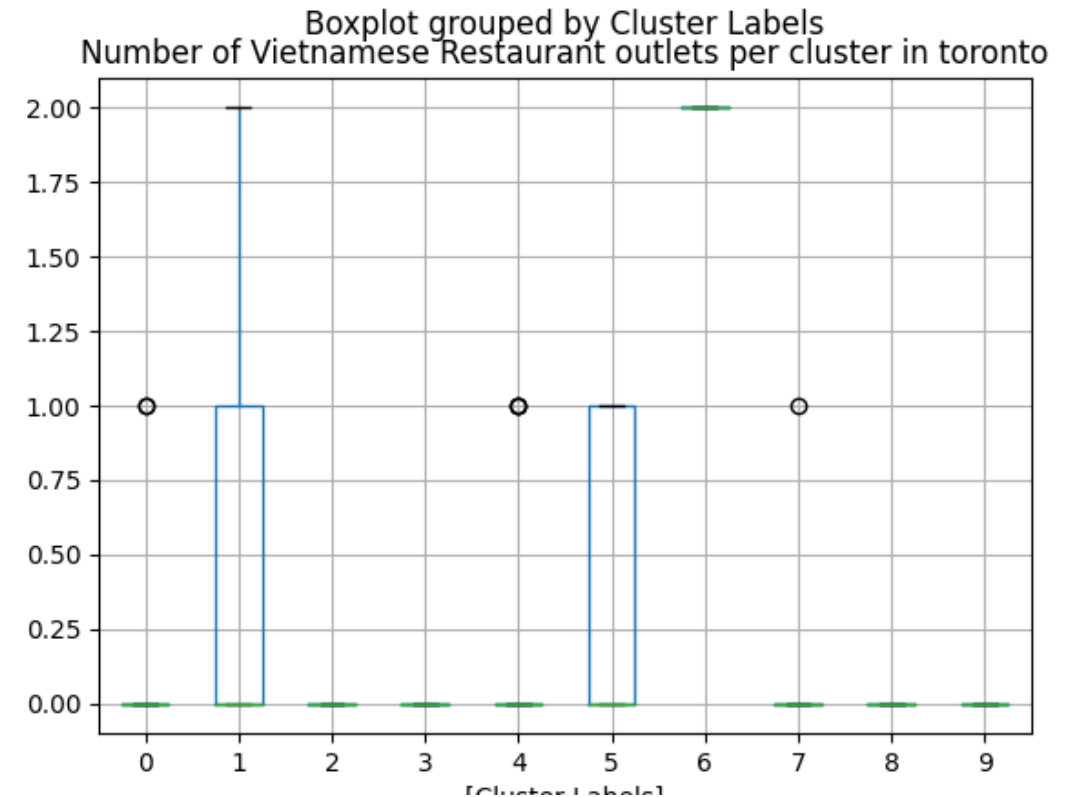
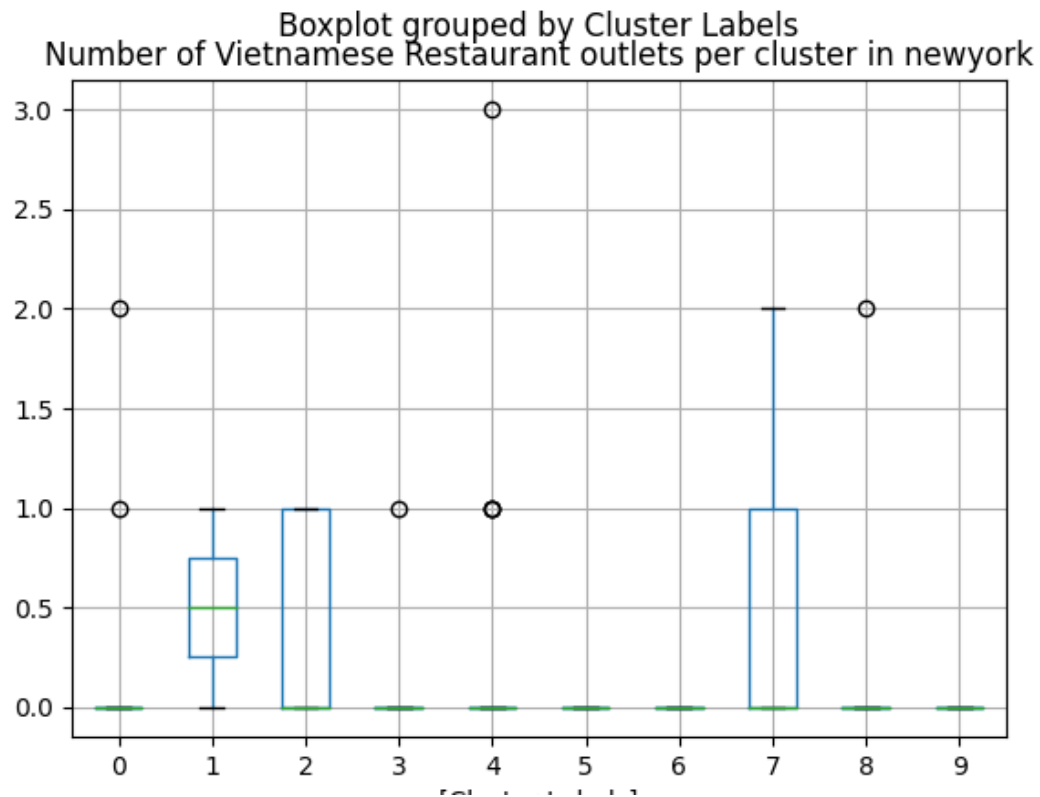
Where do Pizza places cluster

- The most common food outlets appear to be present in similar amounts in all clusters



What about not so common food outlets?

- Vientamse restaurants only appear in some clusters



Conclusions

If you want to start a new restaurant its worth looking what food outlets exists in similar Neighbourhoods

If you are launching a common food outlets then all neighbourhoods will likely support your restaurant

However, if your restaurant is of a less common genre then its worth looking for a Neighbourhood which supports restaurants of a similar genre