The background of the slide is a photograph of the Houston skyline at night. In the foreground, a bridge with a series of bright, starburst lights along its railing spans a body of water. The lights on the bridge are reflected in the water below. In the background, several skyscrapers of the Houston skyline are visible, their lights glowing against the dark sky. The overall scene is a blend of urban architecture and natural elements like trees and water.

Houston Restaurant Location

Energy Sector

Vs.

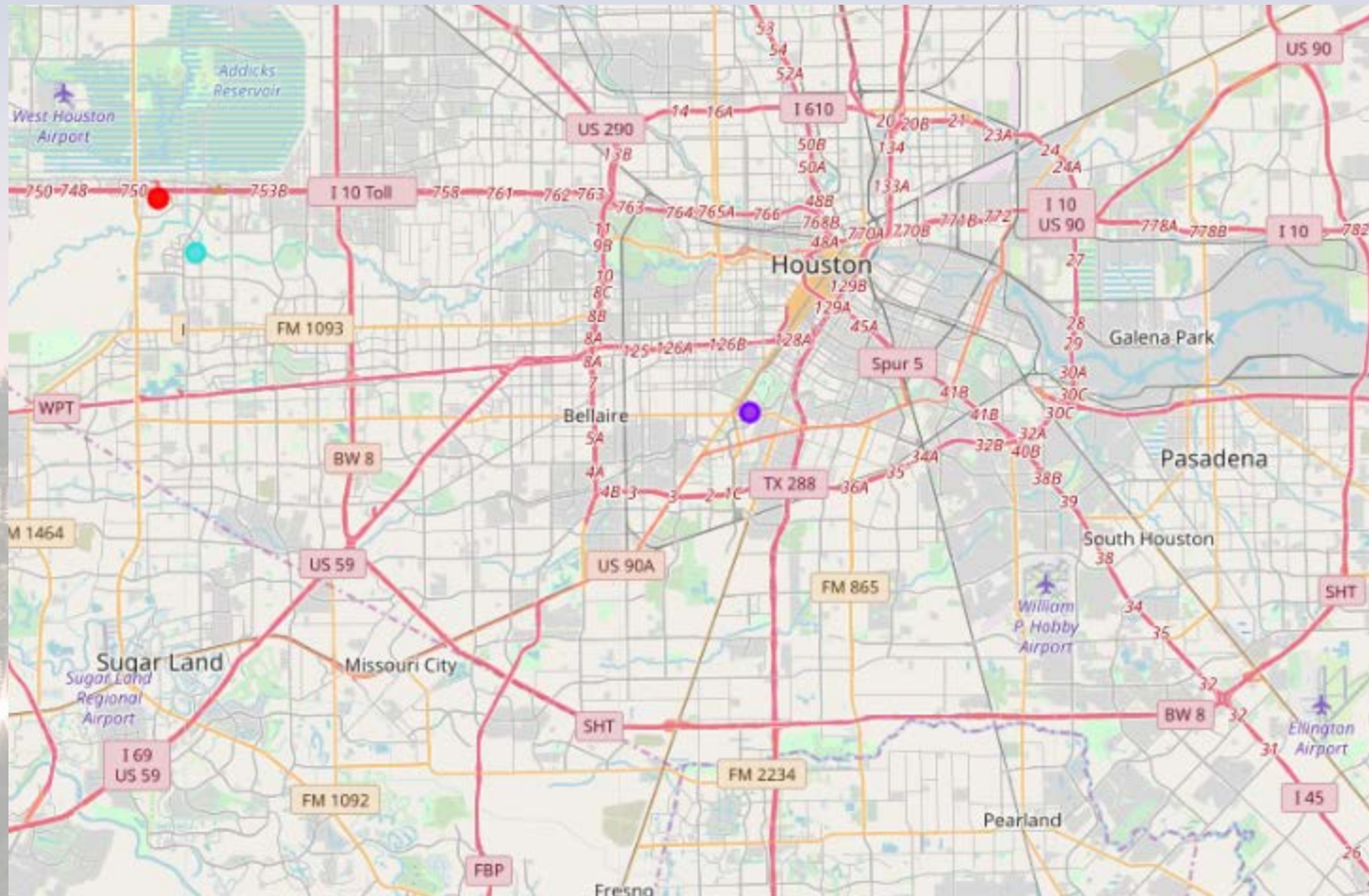
Texas Medical Center

HOUSTON...

Houston is a city of eats, plain and simple. With a plethora of restaurants, cafes, food trucks and eateries covering all cuisines imaginable, a restaurant looking to open its doors needs choose a location strategically and wisely.

Yummy-Yummy, Inc. is partnering up with us to open a new restaurant and would like to take advantage of one of two main sectors in the City of Houston; the Energy Corridor with its ample energy and oil & gas companies or the bustling world renown Texas Medical Center, which is frequented by visitors from throughout the world.

Where in Houston?



ConocoPhillips

Doc Chemical Company

M.D. Anderson Cancer Center/Texas Children's Hospital

Data acquisition

Data will come from the FourSquare API. Utilizing the coordinates of four key entities, two with each of the two sectors in Houston.

- M.D. Anderson Cancer Center
- Texas Children's Hospital
- Dow Chemical Company
- BP Energy Compant

Top 10 Venues by Category

Business/ Institution	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Most Common Venue	7th Most Common Venue	8th Most Common Venue	9th Most Common Venue	10th Most Common Venue
BP Energy Company	Coffee Shop	Park	Bus Station	Café	Gym	Event Space	Vietnamese Restaurant	Donut Shop	American Restaurant	Bagel Shop
Dow Chemical	Vietnamese Restaurant	Donut Shop	Sandwich Place	Bagel Shop	Café	Cajun / Creole Restaurant	Food Court	Sushi Restauran t	Coffee Shop	American Restaurant
M.D. Anderson Cancer Center	American Restaurant	Fast Food Restaurant	Sandwich Place	Coffee Shop	Restaurant	Food Court	Breakfast Spot	ATM	Gym / Fitness Center	Hotel
Texas Children's Hospital	Coffee Shop	Park	Bus Station	Café	Gym	Event Space	Vietnamese Restaurant	Donut Shop	American Restaurant	Bagel Shop

Frequency per Venue

Business/Institution	ATM	American Restaurant	Bagel Shop	Breakfast Spot	Bus Station	Café	Cajun / Creole Restaurant	Coffee Shop	Donut Shop
BP Energy Company	0.00	0.00	0.00	0.00	0.14	0.14	0.00	0.29	0.00
Dow Chemical	0.00	0.00	0.11	0.00	0.00	0.11	0.11	0.11	0.11
M.D. Anderson Cancer Center	0.05	0.19	0.00	0.05	0.00	0.00	0.00	0.14	0.00
Texas Children's Hospital	0.00	0.00	0.00	0.00	0.14	0.14	0.00	0.29	0.00

Business/Institution	Food Court	Gym	Gym / Fitness Center	Hotel	Park	Restaurant	Sandwich Place	Smoothie Shop	Sushi Restaurant	Vietnamese Restaurant
BP Energy Company	0.00	0.14	0.00	0.00	0.14	0.00	0.00	0.00	0.00	0.00
Dow Chemical	0.11	0.00	0.00	0.00	0.00	0.00	0.11	0.00	0.11	0.11
M.D. Anderson Cancer Center	0.05	0.00	0.05	0.05	0.00	0.10	0.14	0.05	0.00	0.00
Texas Childrens Hospital	0.00	0.14	0.00	0.00	0.14	0.00	0.00	0.00	0.00	0.00

Further Considerations

- Type of visitors to each business/institution
 - Employees
 - Staff
 - Patients
 - Family and Friends
 - Clients
 - Vendors
- Number of Visitors
- Transportation Method
 - Walking distance
 - Driving distance
- Type of Cuisine of New Restaurant

Conclusion

A location within the vicinity of either, Texas Children's Hospital or BP Energy Company would be good simply based on the availability of current dining options and the type of cuisine offered. One highlight is that both offer an Event Venue. With additional information such as size of the venue and past frequency of events as well as participants at the events will further help to identify the better of the two locations.

It is highly recommended that further analysis be performed to find the optimum location between Texas Children's Hospital or BP Energy Company.