



# SUE'S BBQ

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## Geospatial Analysis and Site Selection

Austin, Texas

# Introduction

For this project, I am examining the geospatial arrangement of BBQ restaurants in Austin, Texas. I am assuming that my client is a prospective entrepreneur who is interested in opening her restaurant within walking distance of the University of Texas so that her business is accessible to both students and tailgaters for the school's sporting events. Therefore, our two criteria are as follows:

- 1) Within 3000 meters of the University of Texas Tower.
- 2) In an area that minimizes exposure to competing BBQ restaurants.

# Data

The data for this project come from the FourSquare API. We conduct a search query inputting the address to the UT Tower (which is roughly the center of campus), the category as 'BBQ', and the radius as 3000 meters to ensure walkability.

# Methodology

Data were collected from the API, input into a dataframe, and plotted in a GeoPy map to examine spatial arrangement.

# Results

The query found 45 BBQ venues within our search radius.

# Discussion

The majority of the BBQ venues discovered in the FourSquare query are situated to the south and to the west of campus (See map in Notebook). There are relatively few restaurants located to the northeast of campus. I recommend using that location to start the business for two reasons.

- 1) It meets the two conditions of being accessible to students and having few competitors located nearby.
- 2) The majority of the university's athletic facilities (and thus tailgating events) are located on the eastside of the campus increasing this areas appeal.

## Conculsion

Following an assessment of data available about BBQ restaurants of FourSquare, I have determined that the area immediately to the northeast of campus will serve as a good location to host a restaurant. It meets both criteria identified by my client and takes advantage of several opportunities to feed hungry students and attendees at the University's various sporting events.