



Sue's BBQ

Geospatial Analysis and Site Selection

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



Collecting

Data collected from
FourSquare API



Cleaning

Dataframe Created

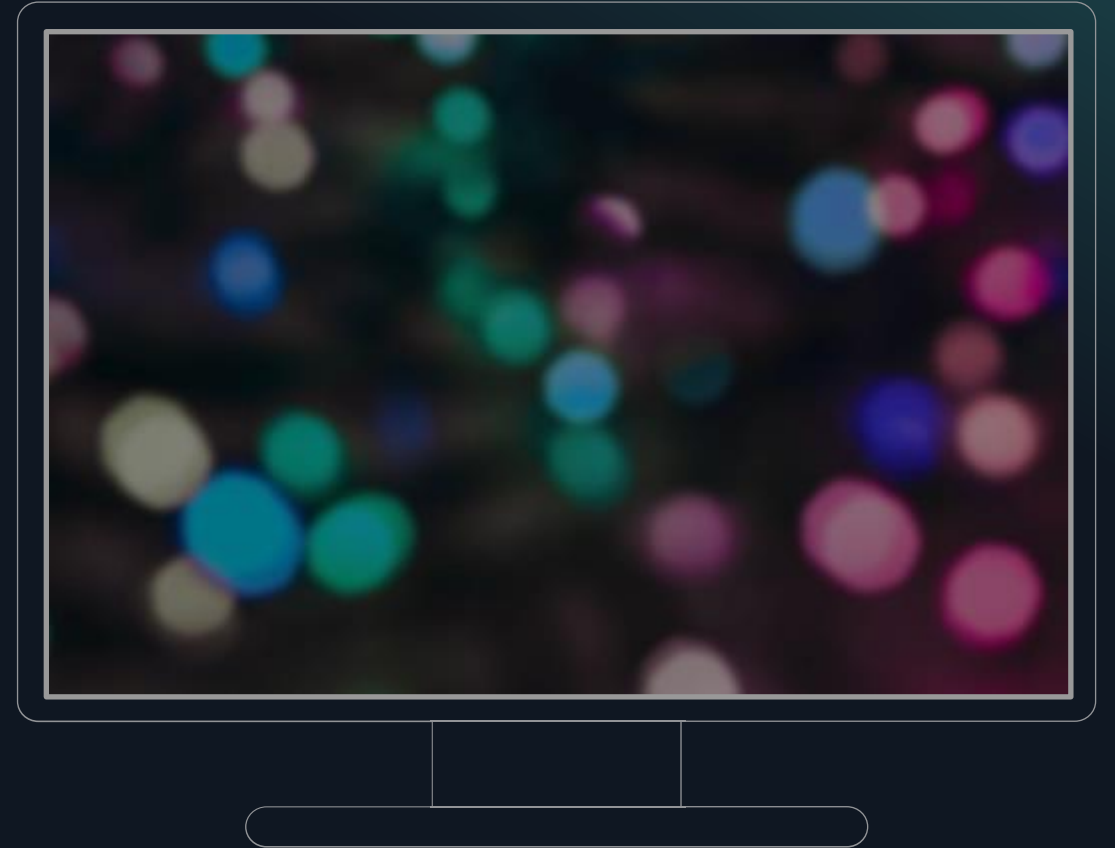


Mapping

Data Plotted onto a GeoPy
map for spatial analysis

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 the above reasons.

Conclusion

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.

