

# Deciding on a New Restaurant for Johnson City, Tennessee

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8-5-20

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## Business Problem

Provide foundation data for deciding if opening a new restaurant in downtown Johnson City would be advisable

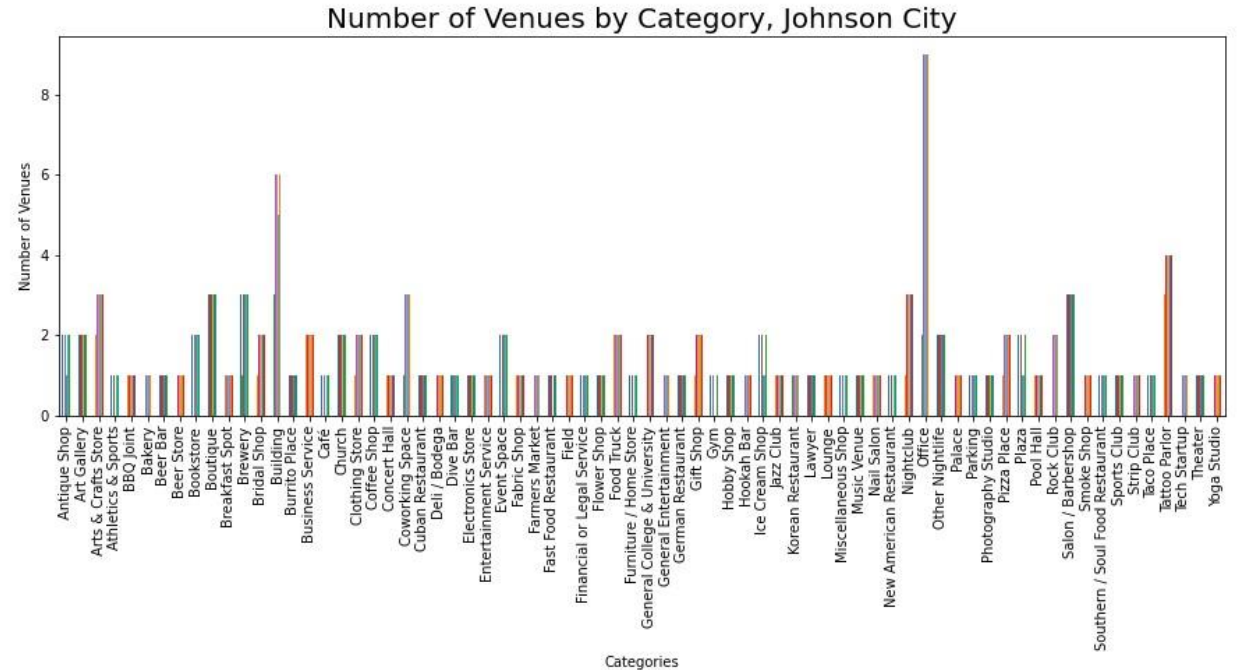
	name	categories	address	crossStreet	lat	lng	labeledLatLngs	distance	postalCode	cc	city	state	country	formattedAddress	id
92	#occupyjohnsoncity	Field	NaN	NaN	36.315938	-82.349875	[{'label': 'display', 'lat': 36.31593814887468, 'lng': -82.34987511371533}]	168	NaN	US	NaN	Tennessee	United States	[Tennessee, United States]	4e999b105c5caa2f4519c541
71	112	None	NaN	NaN	36.316909	-82.351496	[{'label': 'display', 'lat': 36.31690884694869, 'lng': -82.35149623132787}]	74	37601	US	Johnson City	TN	United States	[Johnson City, TN 37601, United States]	4d732a68d145a1cd90e6bff3
95	2 Dye 4	Boutique	NaN	NaN	36.316238	-82.351931	[{'label': 'display', 'lat': 36.316237901728584, 'lng': -82.35193064207675}]	153	37604	US	Johnson City	TN	United States	[Johnson City, TN 37604, United States]	4f0732bae4b09a8a3da63599
111	4tress Studios	Rock Club	85 Buffalo St	NaN	36.316582	-82.352639	[{'label': 'display', 'lat': 36.316582, 'lng': -82.352639}, {'label': 'entrance', 'lat': 36.316475, 'lng': -82.352661}]	182	37604	US	Johnson City	TN	United States	[85 Buffalo St, Johnson City, TN 37604, United States]	4d7c0aa4136bf04dbd00588d
72	AVI	Building	207 E Main St	Buffalo	36.316920	-82.352032	[{'label': 'display', 'lat': 36.31692, 'lng': -82.352032}]	118	37604	US	Johnson City	TN	United States	[207 E Main St (Buffalo), Johnson City, TN 37604, United States]	4d839f09f1e56ea8c06b648a

## All Venues Dataframe

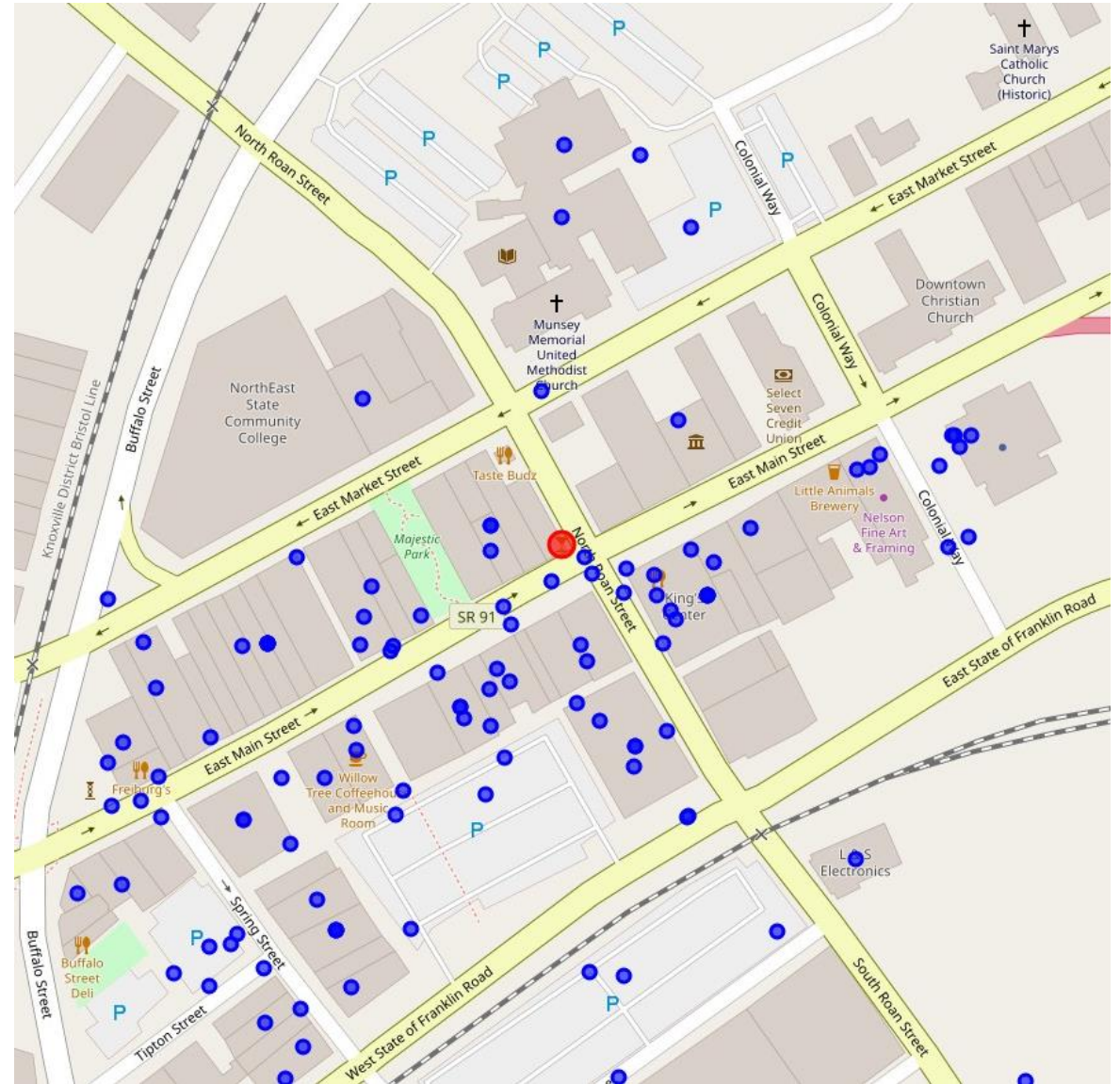
- We discovered a wide range of venues
- Included were nightclubs, bridal shops, and of course restaurants

# All Venues by Category

- 123 venues in downtown Johnson City
- Evenly distributed across a broad range of categories
- A good sign for a new restaurant



# All Venues Map



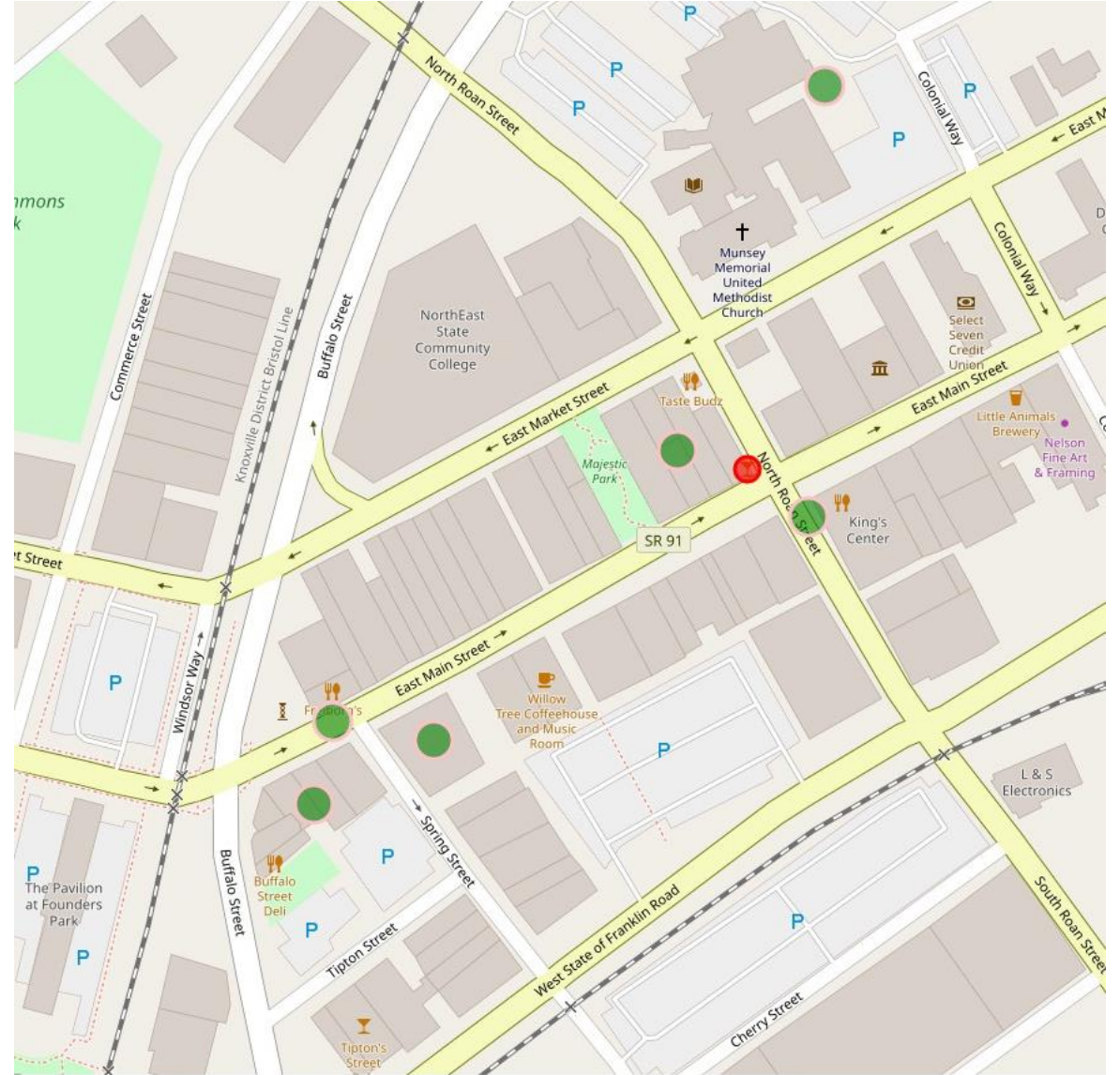
	name	categories	address	crossStreet	lat	lng	labeledLatLngs	distance	postalCode	cc	city	state	country	formattedAddress	id
12	Freiberg's	German Restaurant	203 E Main St	at Spring St	36.316382	-82.352567	[{"label": "display", "lat": 36.316382369881445, "lng": -82.35256692569367}]	187	37604	US	Johnson City	TN	United States	[203 E Main St (at Spring St), Johnson City, TN 37604, United States]	4b4771a5f964a5204a3226e3
54	Korean Taco House	Korean Restaurant	101 Buffalo St	Main Street	36.316096	-82.352646	[{"label": "display", "lat": 36.316096, "lng": -82.352646}]	211	37604	US	Johnson City	TN	United States	[101 Buffalo St (Main Street), Johnson City, TN 37604, United States]	52420b9811d247e40c81f2f8
17	McDonald's	Fast Food Restaurant	NaN	NaN	36.318582	-82.350453	[{"label": "display", "lat": 36.318581819104104, "lng": -82.35045257495463}]	150	NaN	US	Johnson City	TN	United States	[Johnson City, TN, United States]	5165bd33e4b04adace3cbce2
55	Saborés	Cuban Restaurant	202 E Main St	NaN	36.316316	-82.352130	[{"label": "display", "lat": 36.316316, "lng": -82.35213}, {"label": "entrance", "lat": 36.316439, "lng": -82.352168}]	159	37604	US	Johnson City	TN	United States	[202 E Main St, Johnson City, TN 37604, United States]	59952b73603d2a64d3373e68
95	Taste Budz	Southern / Soul Food Restaurant	300 S Roan St	NaN	36.317323	-82.351083	[{"label": "display", "lat": 36.317322999999995, "lng": -82.351083}, {"label": "entrance", "lat": 36.317543, "lng": -82.351061}]	27	37601	US	Johnson City	TN	United States	[300 S Roan St, Johnson City, TN 37601, United States]	4f3290eb19836c91c7e448c0
106	bacon fest	New American Restaurant	NaN	NaN	36.317093	-82.350525	[{"label": "display", "lat": 36.31709289550781, "lng": -82.35052490234375}]	29	NaN	US	Johnson City	TN	United States	[Johnson City, TN, United States]	522b72c511d20dc0b91abb44

## Restaurants Dataframe

- Only six restaurants
- The term “restaurant” was appended to cuisine type
- This information was helpful due to no other features that furnished cuisine information



# Restaurants Map



# Economic Indicators

- Median house value was 4.6% better in Johnson City than in Tennessee
- Income per capita was 4.2% better
- And retail sales per capita was nearly twice as good at 94%

	data_name	johnson_city	tn
19	avg_house_val	165900.0	158600.0
43	income_per_cap	29707.0	28511.0
40	retail_per_cap	27593.0	14194.0





# Ready to Move Forward!

- Johnson City was founded in 1856 as a major rail hub for the southeast U.S. and has grown to be an important community in the eastern Tennessee mountains
- With 123 venues across a broad range of business categories, six restaurants, and solid economic indicators, Johnson City is ripe for a new restaurant
- But further research is needed and should include sub-domains such as finance, marketing, and culinary strategy

