

Battle of Neighborhoods:

Choosing the optimal location for a new Italian restaurant

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Introduction

- **Business problem:** decide where to open a new Italian restaurant with a price range of mid-high to high in Miami, FL
- **Strategy:**
 - Where do current Italian restaurants thrive?
 - What is the median household income of each neighborhood?
- **Groups of interest:**
 - Businessmen wishing to expand their business/invest in new one
 - Italian cuisine chefs
 - Italian community of Miami

Data

- Foursquare: retrieve venues of Miami
- Wikipedia: retrieve list of neighborhoods of Miami and its coordinates
- Statistic Atlas: retrieve median household income per neighborhood

Median Household Income by Neighborhood #20

Scope: households in Miami, selected neighborhoods in Miami, and entities that contain Miami

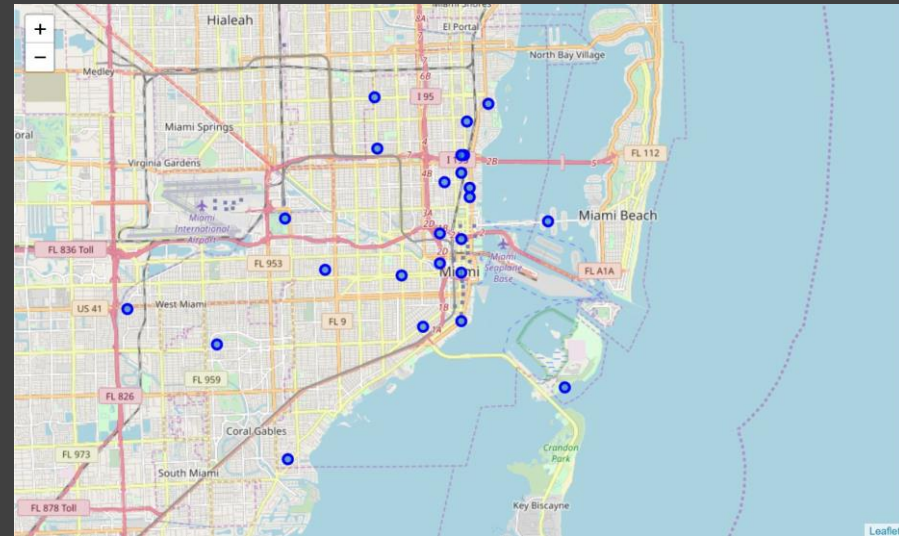
	\$0k	\$100k	\$200k	%	#
Star island			\$250.0k	+575%	1
Biscayne Is		\$169.1k		+340%	2
San Marco Is		\$169.1k		+340%	3
Keystone Pt		\$133.1k		+259%	4
Fair Isle		\$123.3k		+233%	5
Skylake		\$92.3k		+149%	6
N-E Coconut Grv		\$91.8k		+148%	7
S-W Coconut Grv		\$86.7k		+134%	8
Brickell		\$77.0k		+108%	9
Downtown		\$79.7k		+99.0%	10
Pickwick		\$61.9k		+67.0%	11
Wynwood - Edgew...		\$56.4k		+52.2%	12
Andover		\$55.8k		+50.6%	13
United States		\$55.3k		+49.3%	14
Amber Crk E		\$53.8k		+45.3%	14
Norwood		\$53.2k		+43.5%	15
South Atlantic		\$52.9k		+42.7%	16
E Shrs		\$52.8k		+42.4%	16
South		\$51.2k		+38.3%	17
Miami Area		\$50.1k		+35.1%	17
Alhambra Hts		\$49.6k		+34.0%	17
Upper Eastside		\$49.3k		+33.0%	18
Oakgrove		\$49.0k		+32.2%	19
Florida		\$48.9k		+32.0%	19
Coral Way		\$48.6k		+31.2%	20
Uleta		\$47.1k		+27.1%	21
Sans Souci		\$46.5k		+25.4%	22
Scott Lake		\$45.2k		+22.0%	23
Westside/Sunkist ...		\$44.6k		+20.3%	24
Winward		\$44.3k		+19.5%	25
Miami-Dade		\$44.2k		+19.4%	26
Dade County		\$44.2k		+19.4%	26
N Ponce de Leon		\$42.9k		+15.8%	26
Sunray West		\$40.0k		+7.99%	27
Andover Lakes		\$37.7k		+1.67%	28
Miami		\$37.1k		0%	28
Pne Tree Pk/ Gold...		\$36.0k		-2.90%	29
Bunche Park		\$36.0k		-2.97%	30
Shenandoah		\$35.7k		-3.65%	31
Sunray East		\$35.3k		-4.69%	32
St. Thomas		\$35.1k		-5.30%	33
Washington Pk		\$34.9k		-5.78%	34
Central		\$34.7k		-6.42%	35
City Center		\$32.0k		-13.6%	36
Venitian Gdns		\$31.8k		-14.2%	37
Alameda - W Flagler		\$30.9k		-16.6%	38
Flagami		\$30.0k		-18.9%	39
Highland Vlg		\$29.5k		-20.4%	40
Allen Park		\$27.8k		-24.9%	41
Liberty City		\$26.6k		-28.2%	42
Golden Glades		\$26.1k		-29.5%	43
Little Haiti		\$24.8k		-32.9%	44
Florida Memorial U...		\$22.7k		-38.7%	45
Allapattah		\$22.6k		-39.1%	46
Little Havana		\$22.0k		-40.7%	47
Overtown		\$18.3k		-50.7%	48
Rainbow Park		\$12.7k		-65.8%	49

% percentage above or below median household income of Miami

rank of neighborhood out of 49 by median household income

Methodology

- Scrape data from Wikipedia
- Data preparation
 - Data cleaning
 - Feature selection
- Generate map of Miami
- Retrieve most common venues through Foursquare



Results & Discussion

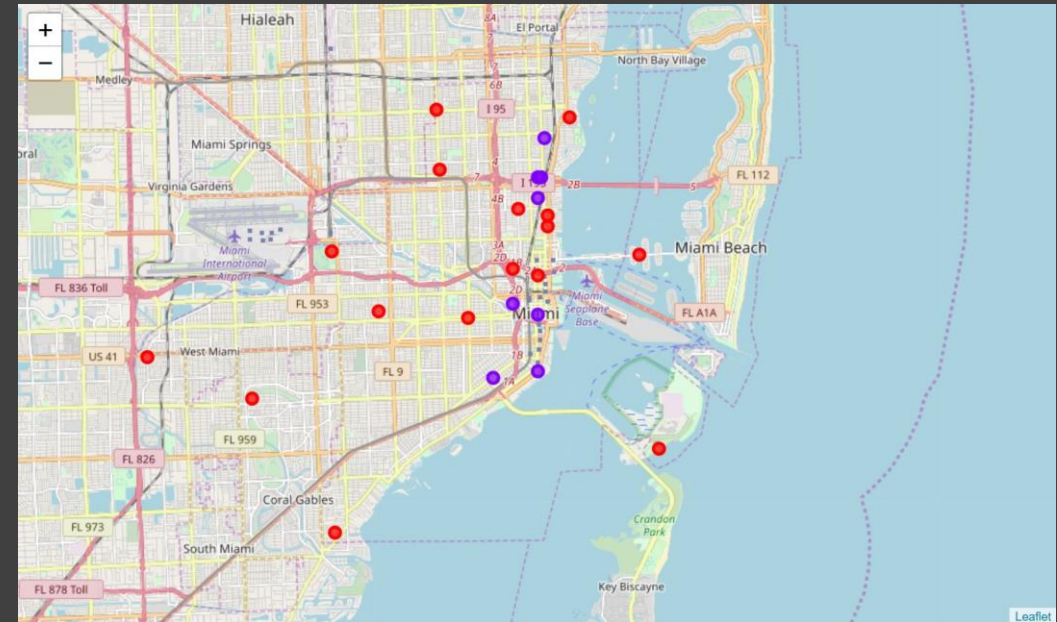
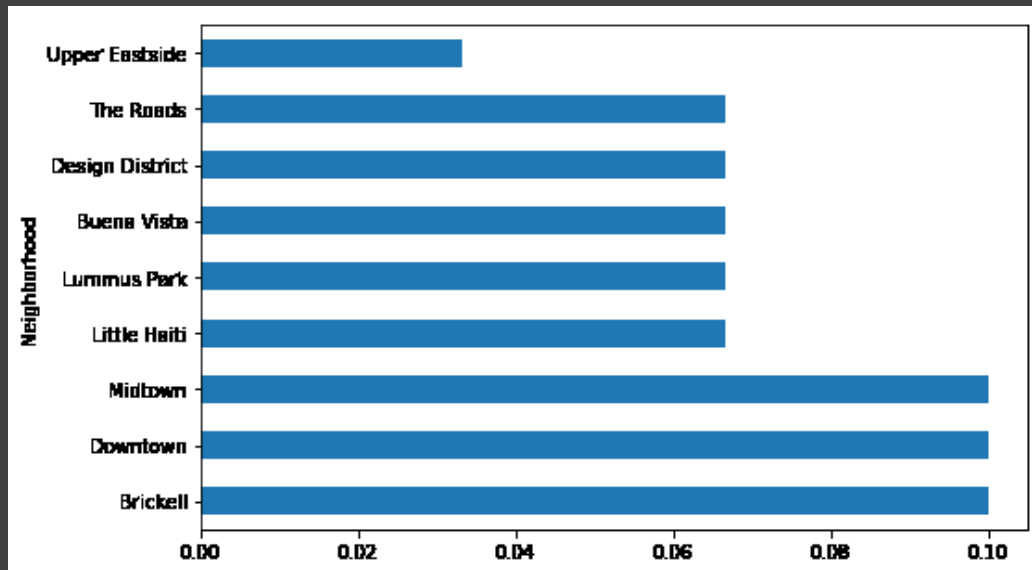
- **Targeting existing Italian cuisine culture**

- Which neighborhoods have Italian restaurants amongst their top locations?

- **Targeting medium-high median household income**

- Which neighborhoods have a median household income above the average of Miami?

Results & Discussion



Conclusion

- Brickell and Downtown are the best candidates for opening an Italian restaurant with prices ranging from mid-high to high
- Conclusion based on the assumption that if a certain type of restaurant will thrive in a certain location, then a similar one will also do
- Recommendation is to further investigate aspects such as each neighborhood's dynamics, demographics and economics in order to achieve a well-fundamented decision

Thank you