

Finding potential locations for a Mexican Restaurant

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for
Chef Gordon Gonzalez

Background and Intro

- World renown restauranteur and chef, Gordon Gonzalez is looking to expand to London
- Believes Londoners are craving authentic Mexican cuisine (and in particular tacos!)
- Needs to find a good location with few competitors that meet his conditions

The business problem

- London has many restaurants
- Need to find locations that aren't too crowded
- Not near any existing Mexican restaurants
- Near city center (Trafalgar Square)
- Identify potential locations so he can make informed decision

The data

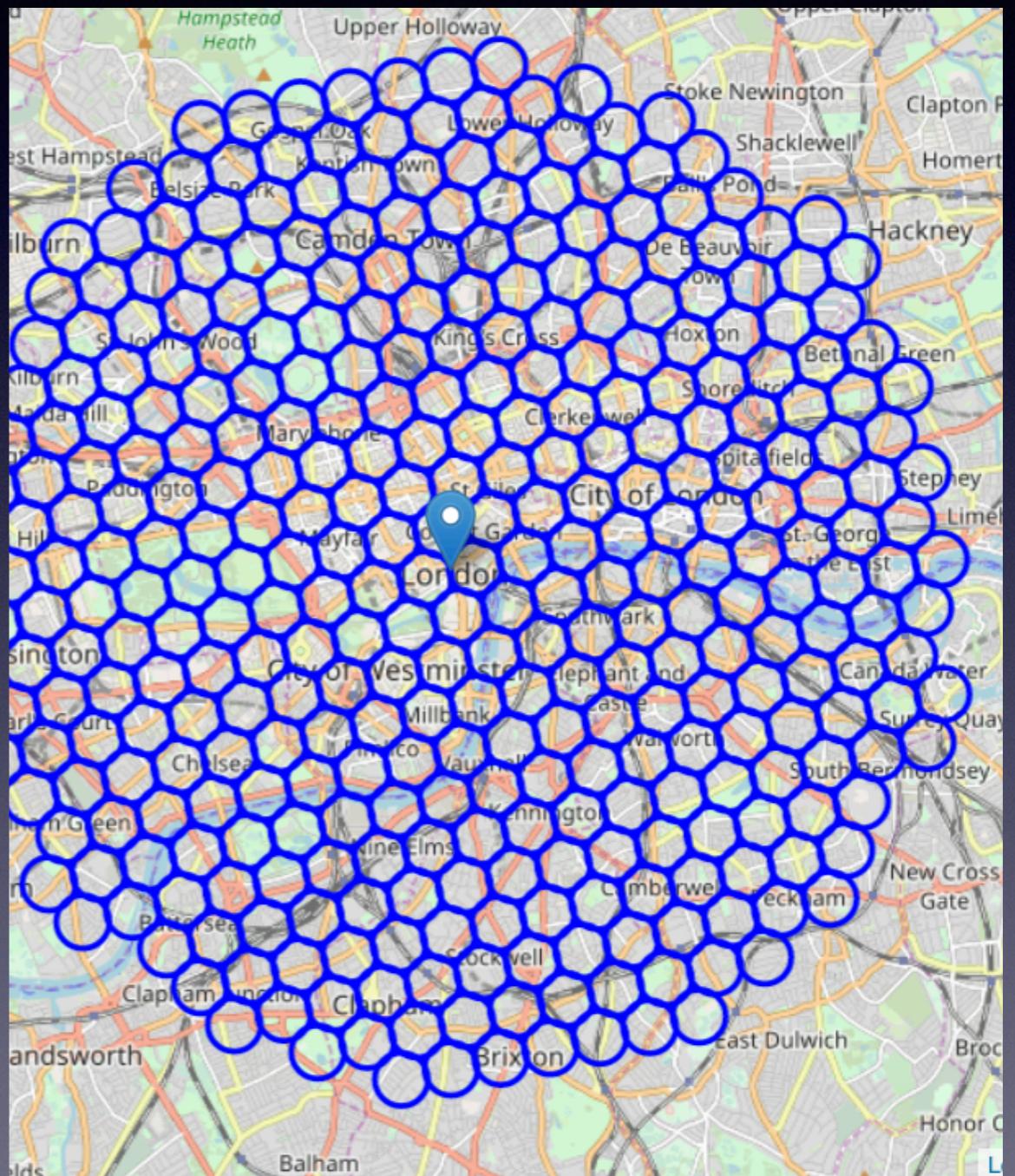
- Data needed to answer business problem:
 - # of existing restaurants in area
 - # and distance to nearest Mexican restaurant
 - Distance of area to center
- TomTom API:
 - Areas generated from algorithm, passed to TomTom for addresses
 - coordinates obtained from TomTom (latitude, longitude)
- Foursquare API:
 - Obtain restaurant information (address) for all restaurants in our defined areas
 - Obtain Mexican restaurant information

Method

- Starting from Trafalgar Square's coordinates, use TomTom to get coordinates of equally-sized areas extending 6km out
- Get approximate addresses for each of the areas and use TomTom to get the coordinates
- Use Foursquare to obtain nearby restaurants for each of the addresses in our equally-sized areas
- Map restaurants/Mexican restaurants
- Identify potential areas of low density and far from direct competitors

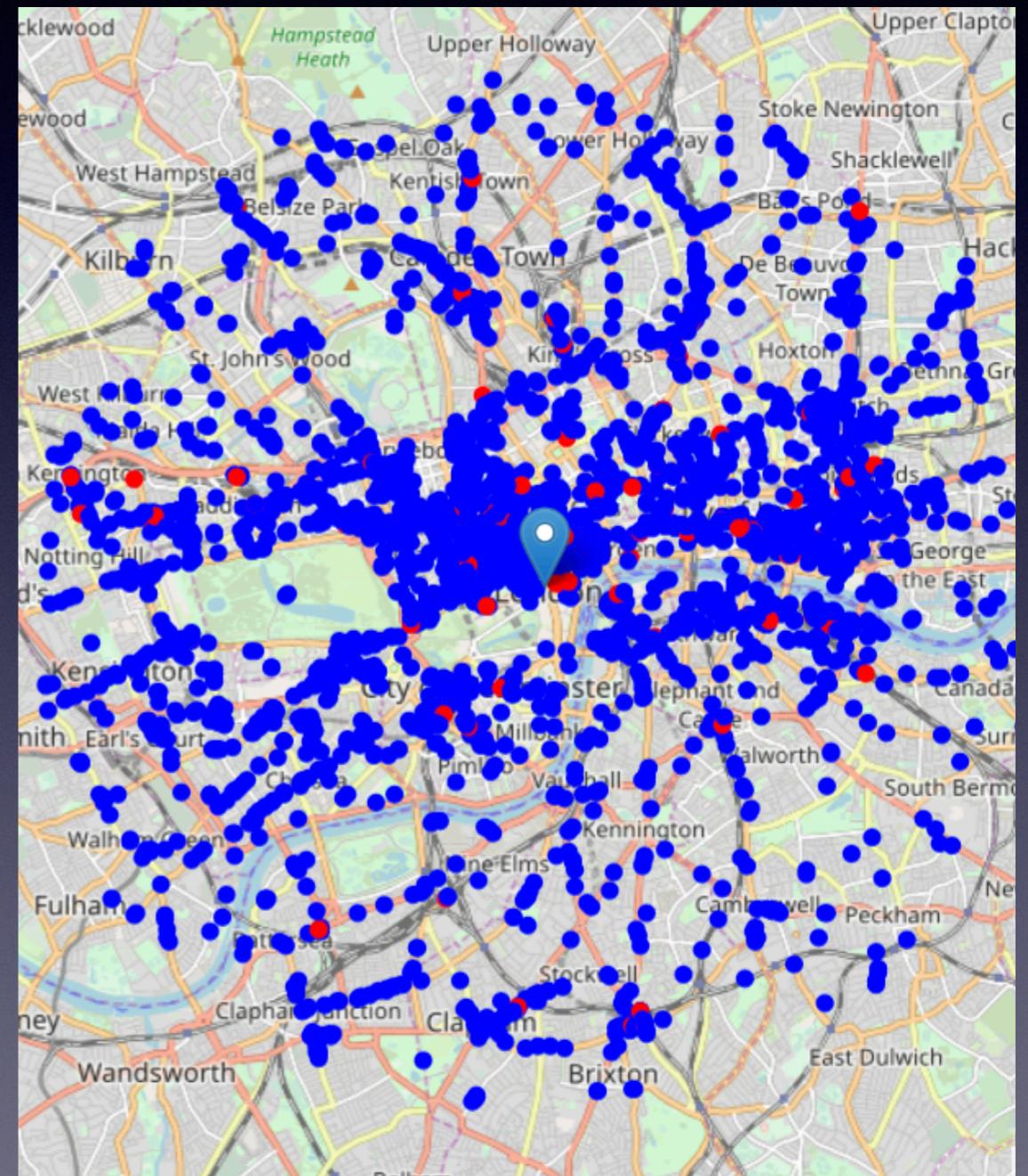
Starting point

- Map of London shows all equally-sized areas extending 6km from Trafalgar Square
- That's the area of interest for Chef Gonzalez and his Mexican restaurant

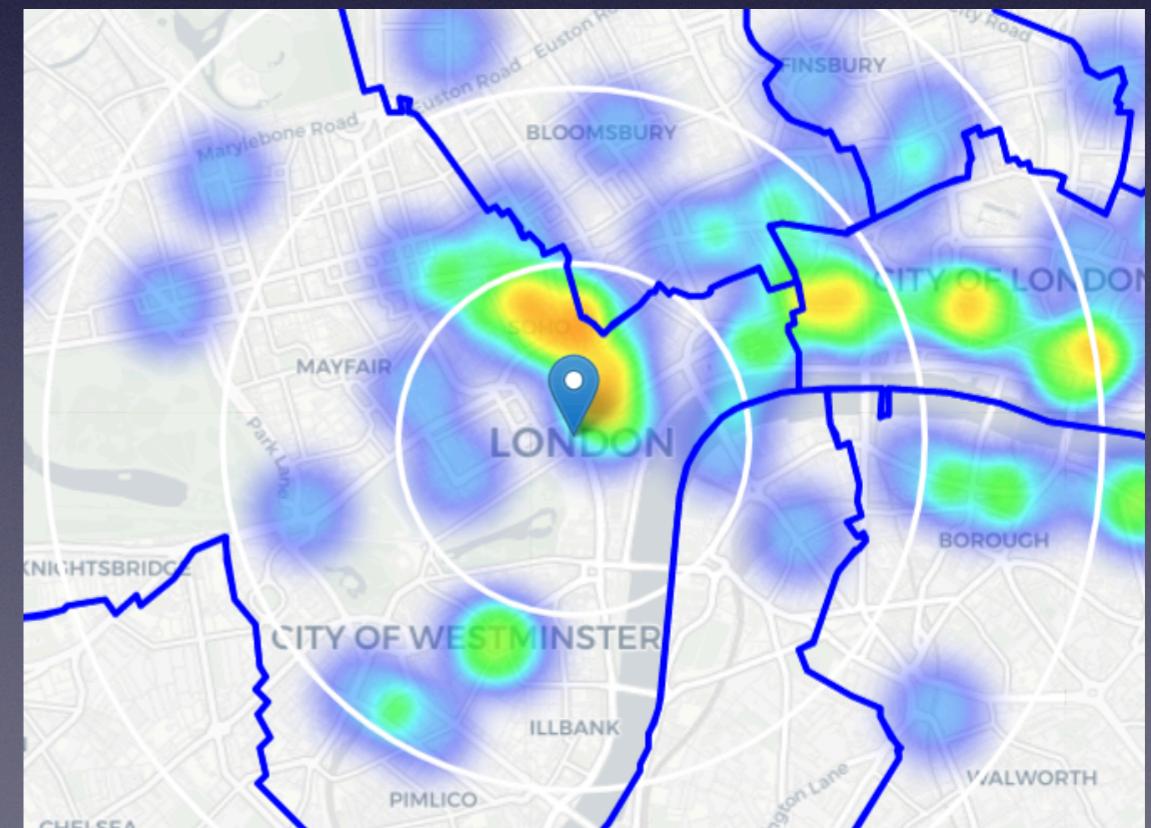
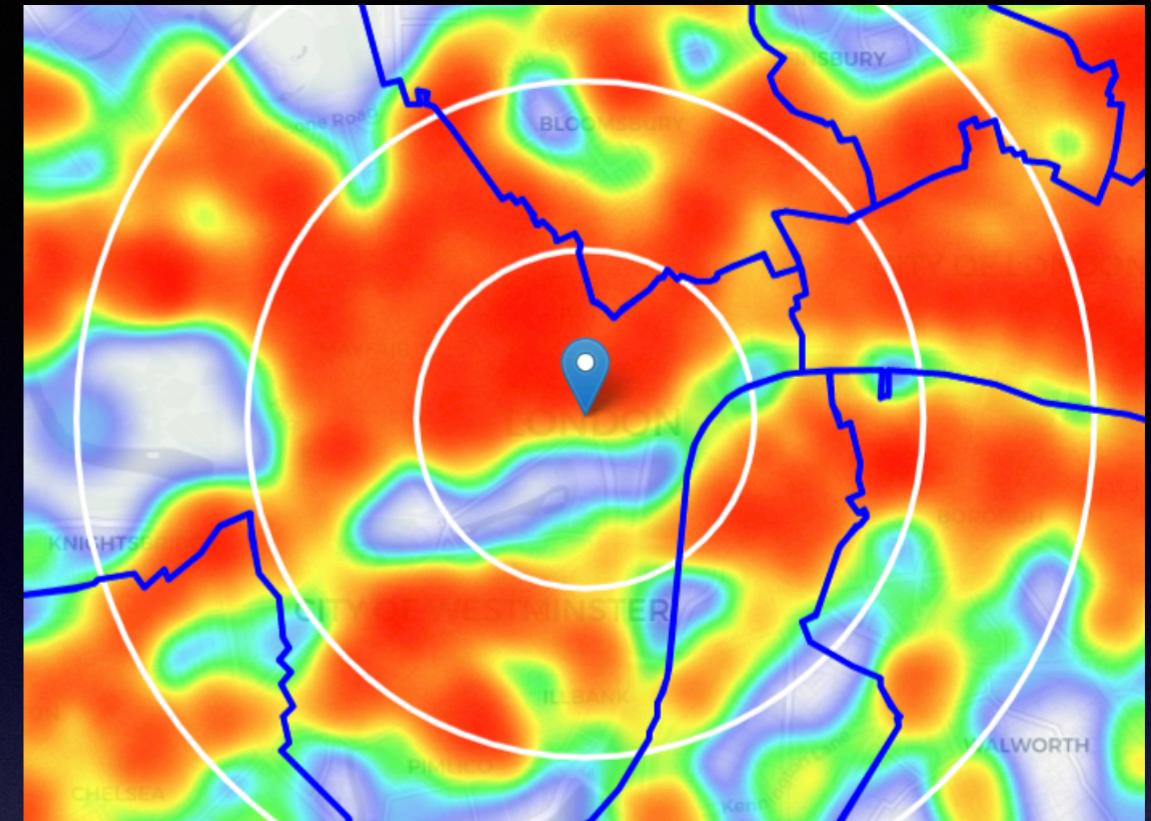


Mapping restaurants

- Blue dots show restaurants within 6km of Trafalgar Square
- Red dots are Mexican restaurants
- Over 3,000 restaurants
- Only 3% are Mexican...seems like London is prime for a taco invasion

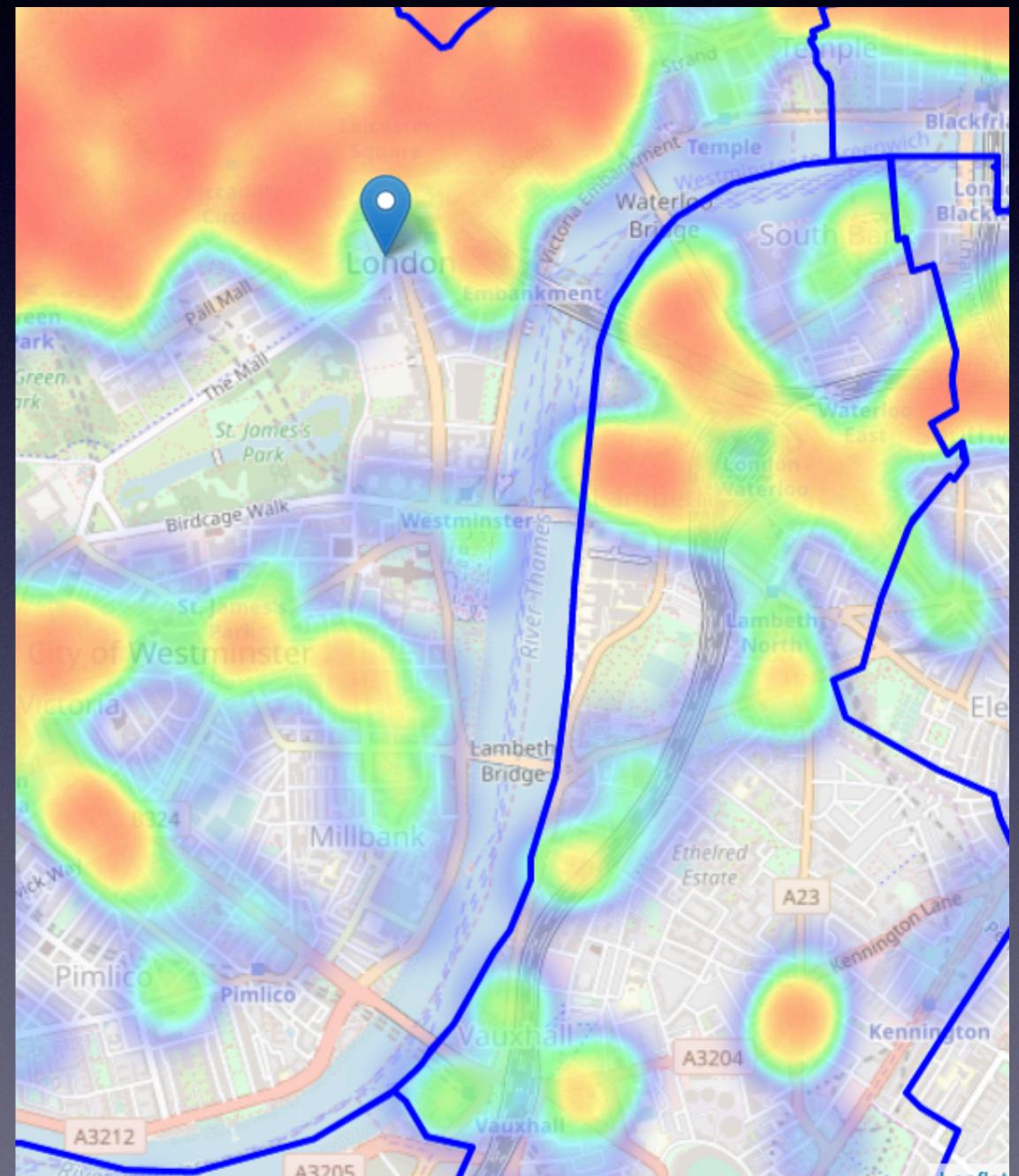


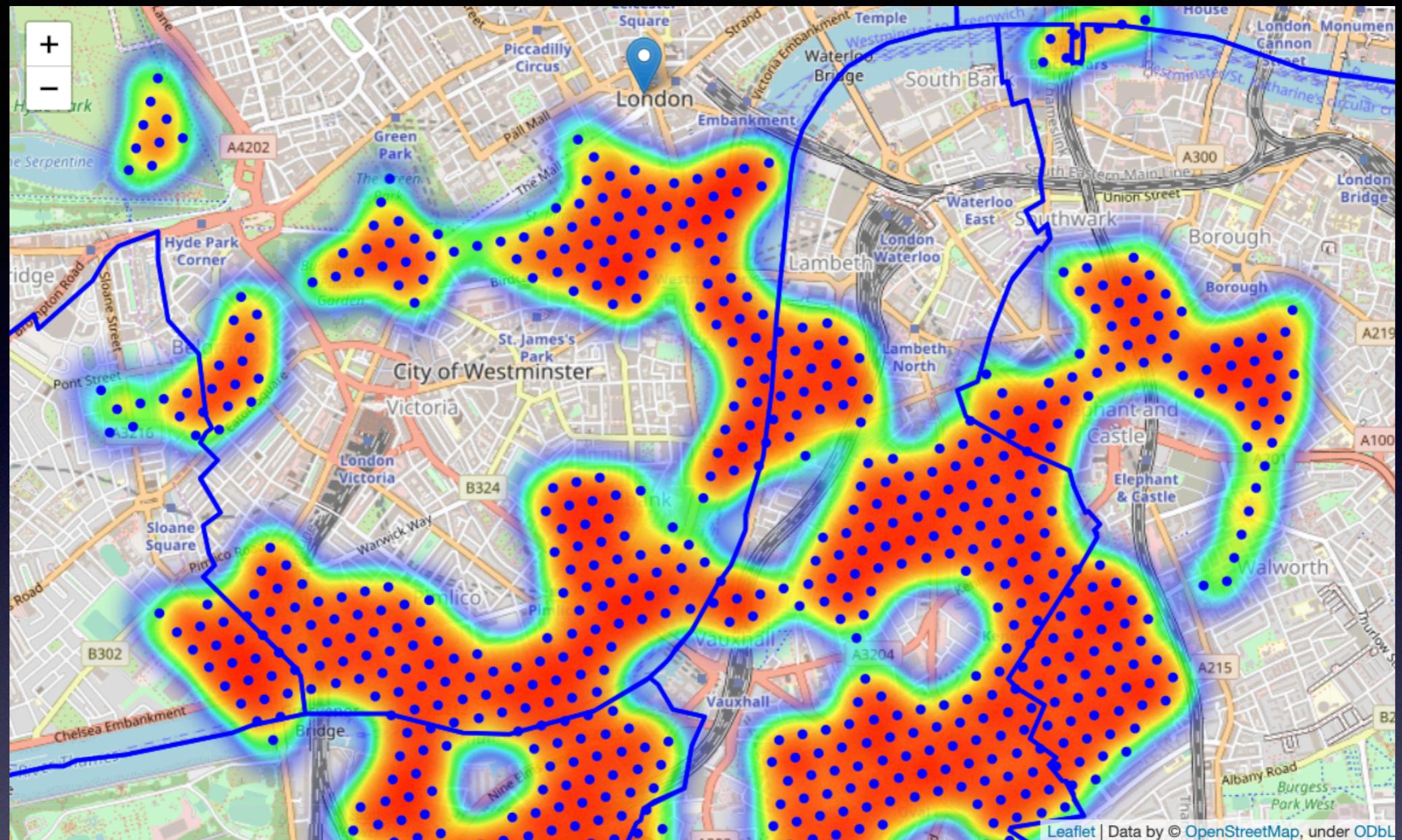
- Upper shows heat map of all restaurants
- Lower shows heat map of Mexican restaurants
- High density of restaurants!
- Mexican restaurant density high in SOHO and Covent Garden
- Potential in Westminster (south, southwest, west), Lambeth and Southwark
- Re-focus on those areas



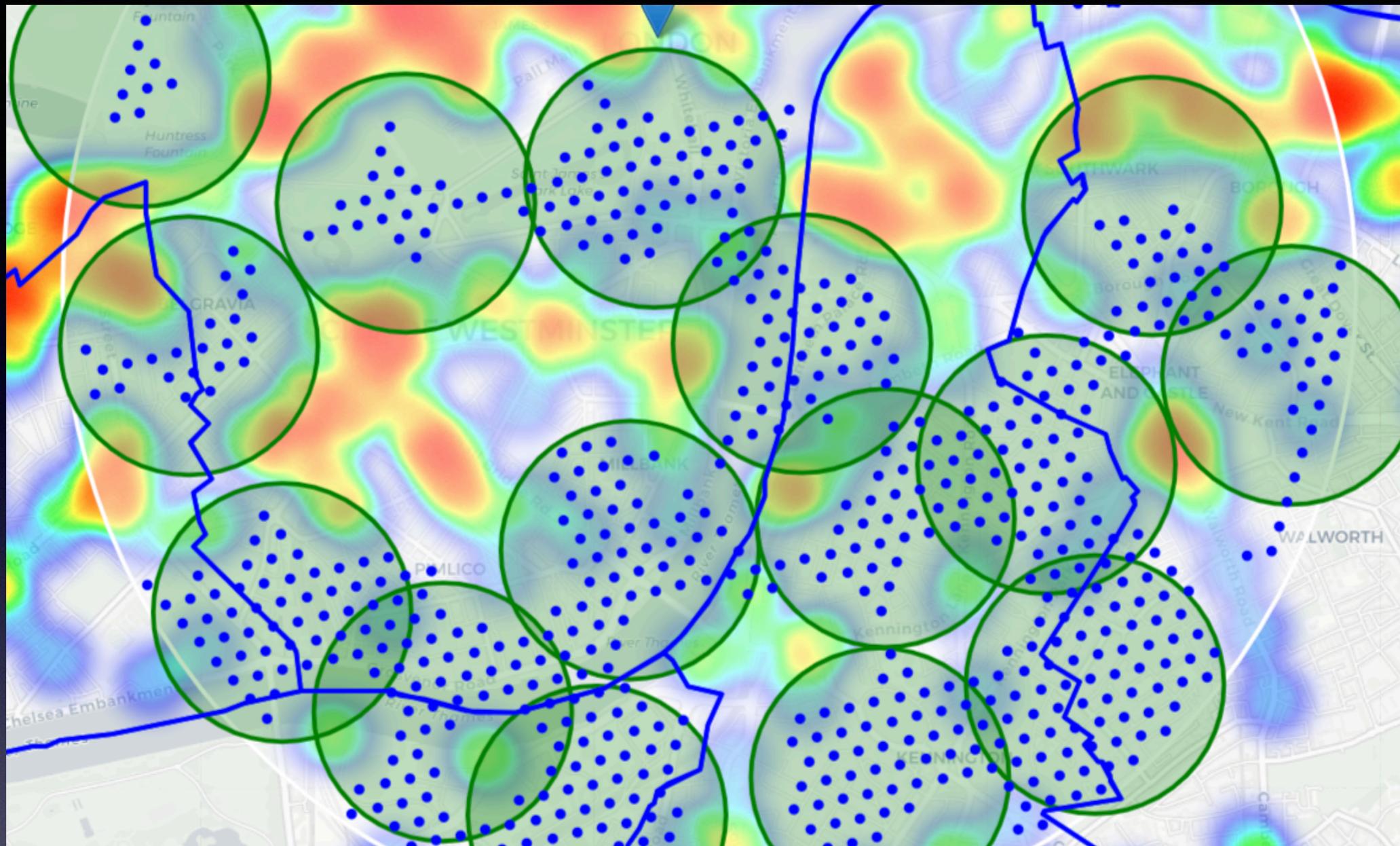
Potential areas for focus

- Heat map of restaurants refocused shows potential low-density areas in Lambeth and Southwark
- Also southern Westminster shows promise

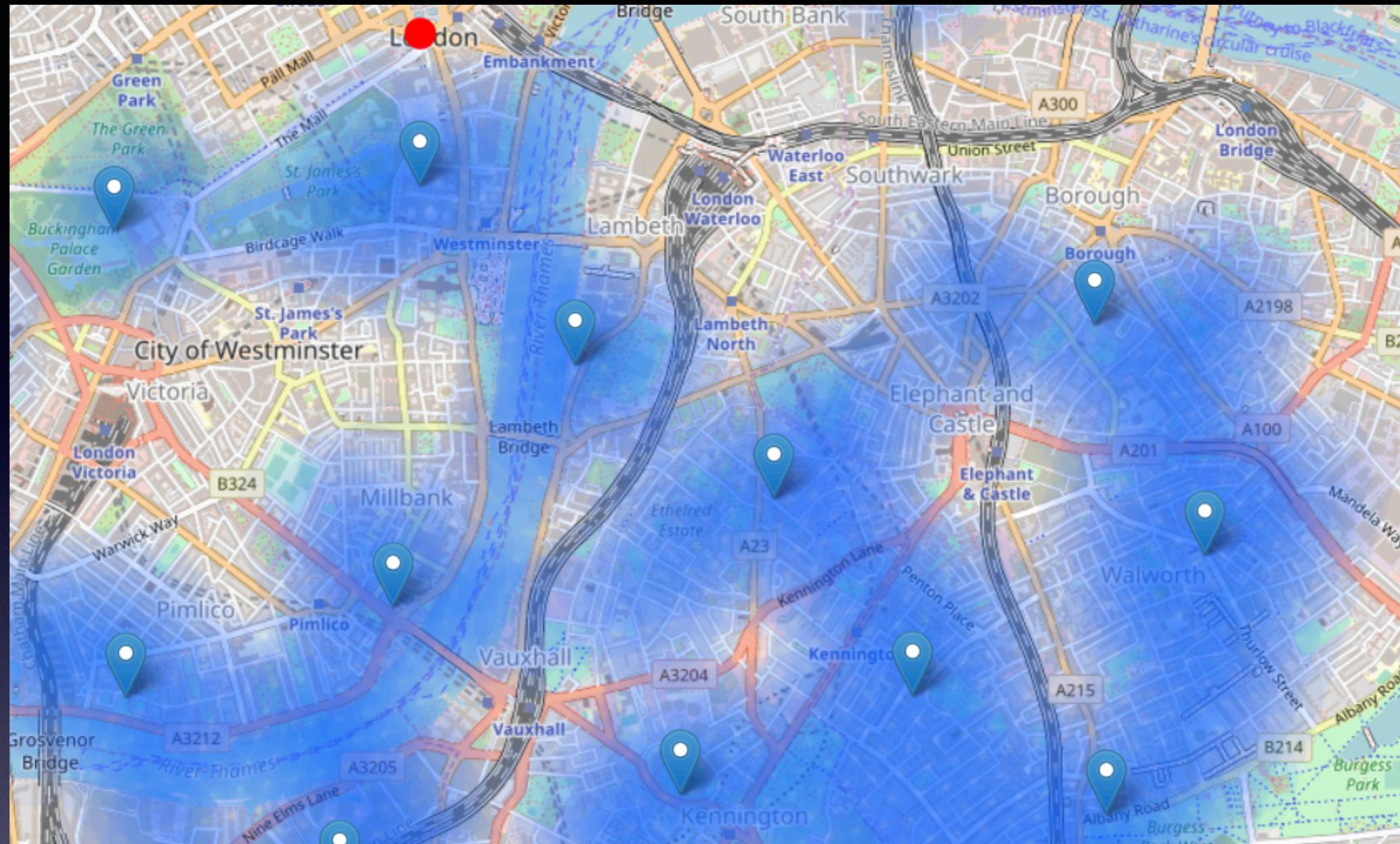




- Potential locations represented by heat map
- Criteria: 2 or fewer restaurants within 250m AND distance to nearest Mexican restaurant > 400m
- Next: cluster these areas for recommendations



- Clusters represent grouping of potentially rich with locations
- Cluster centers will be used to generate addresses for a good starting point for further investigation



- Markers are centers of clusters for potential locations for Chef Gonzalez
- These need to be investigated further as some probably not feasible
 - Probably rule out suggestions near Buckingham Palace Gardens & King Charles Street

Results and Discussion

- Lots of restaurants in London, few Mexican
- Narrowing focus within London shows good potential for parts of Westminster, Lambeth, and Southwark
- 15 zones generated for further investigation by Chef Gonzalez as other factors very important

Conclusion

- Identified 3 boroughs that may be ripe for Chef Gonzalez
- 15 areas generated for further investigation by Chef's team
- Final decision up to Chef Gonzalez
- Other factors influence ultimate decision:
 - Proximity to Underground station(s)
 - levels of noise
 - property prices (lease and availability)
 - social and economic dynamics of neighborhood