Introduction:

Pittsburgh is a city in the state of Pennsylvania in the United States and is the county seat of Allegheny County. A population of about 301,048 residents live within the city limits, making it the 66th-largest city in the U.S. In 2015, Pittsburgh was listed among the "eleven most livable cities in the world". In recent years, a lot of technology companies open office in Pittsburgh such as Google, Apple Inc., Bosch, Facebook, Uber, Nokia, Autodesk, Microsoft and IBM. The population is growing because of school, hospital and tech companies. However, when I’m so craving dim sum, I couldn’t find any dim sum place in Pittsburgh. The closest one is in Cleveland about two hours drive. It’s a great opportunity to open a dim sum restaurant in Pittsburgh. Where would be the best place to open it?

Data:

Demographics data in Pittsburgh:

1.Dim sum is believed to originate in Guangzhou, China. It tends to attract most Asian people. Therefore, race is an important factor.

2.the average of salary in each district can demonstrate the consumption level.

3.the density of population

Location data in Pittsburgh: competition is a double-edged sword. Customers tent to go to the area where more restaurants are, because it has more choices. It’s a scale effect. However, more restaurants also means more competitive.

1.The type of restaurants

2.The number of restaurants

3.The number of parking space

4.The distance to most density population area