BATTLE OF THE NEIGHBORHOODS

IBM Data Science: Capstone Project
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INTRODUCTION/BUSINESS PROBLEM

The client is the owner of a fast-casual Chinese restaurant in Irvine, California, which is located in the suburb of Orange County. As the restaurant has proven to be a success in its years of business, the client is seeking to take the next step and expand to the Los Angeles metropolitan area.

As a bustling urban area with some of the nation's highest rent costs, it is a considerable investment to open a storefront in Los Angeles, but also promises the opportunity for returns and rapid growth. The client is seeking a location for their new venture that shares similar characteristics with its existing location in Orange County. Specifically, they are looking for a similar demographic profile as well as a similar competitor landscape. Therefore, the aim of this study is to research and suggest neighborhoods for the client's proposed new venture. Specifically, the business problem is: **what neighborhoods in Los Angeles have a similar demographic profile and competitor landscape to Irvine, California, and are potential locations for the client's proposed new restaurant?**

DATA

The data will come from the following sources.

- **Foursquare:** Foursquare is a local search-and-discovery platform. We will utilize the Foursquare API for location-based insights on local venues (e.g., venue category, rating, tips, etc.).
- **List of Los Angeles neighborhoods:** We will use the list of L.A. County neighborhoods as defined by the Los Angeles Times, available here: http://boundaries.latimes.com/set/la-county-neighborhoods-current/
- **Orange County (Irvine) demographic data:** We are specifically interested in the demographic data of Irvine, California, as provided by the US Census Bureau: https://www.census.gov/quickfacts/fact/table/irvinecitycalifornia/PST045219?
- **Los Angeles demographic data:** We are interested in identifying a neighborhood of Los Angeles with comparable characteristics to the original restaurant location in Orange County. To do this, we will use demographic data for the Los Angeles neighborhoods, available here: http://geohub.lacity.org/datasets/2f11013d1302419aac243d6e1c56568f_0