

# COURSERA CAPSTONE

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SEATTLE MEXCIAN PROJECT



# INTRODUCTION

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- A business owner is looking to open a Tex-Mex restaurant in Seattle or one of its accompanying suburbs. Which area of the city is best to open a their restaurant?

# DATA NEEDED

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- List of neighborhoods and their coordinates near Seattle
- Geocoordinates of neighborhoods near Seattle
- Restaurants located within each neighborhood

# CITIES REVIEWED

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	City	Mexican Count
27	Carnation	2
49	Duvall	4
125	North Bend	6
172	Snoqualmie	7
15	Black Diamond	12
100	Maple Valley	16
77	Issaquah	18
43	Covington	32
163	Sammamish	38
4	Algona	63
208	Woodinville	63
152	Redmond	68
61	Federal Way	71
153	Renton	77
121	Newcastle	78
105	Medina	81
37	Clyde Hill	83
165	Seattle	85
11	Bellevue	88
106	Mercer Island	88
170	Shoreline	92
124	Normandy Park	92
24	Burien	93
81	Kenmore	93
85	Kirkland	93
83	Kent	93
47	Des Moines	93
164	SeaTac	95
192	Tukwila	95
89	Lake Forest Park	95

# RESULTS

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- Overall, the results were varying with some cities in Seattle showing a very large amount of Mexican restaurants will a few pockets remaining for opportunity.



# FUTURE RECOMMENDATIONS

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- In the future, other variables could be used to increase accuracy. Population and demographic information could help explain why certain cities have a large/minimal amount of restaurants. It also would be helpful to find specific neighborhoods within cities that are high population that are missing certain restaurant types.

# CONCLUSION

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- Based on the above results, Carnation is the best city to open a Mexican restaurant. These results will be based on lowest competition alone. Duvall and North Bend are the next best options for opening a restaurant.