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Urban Bites

Restaurant Expansion Analysis

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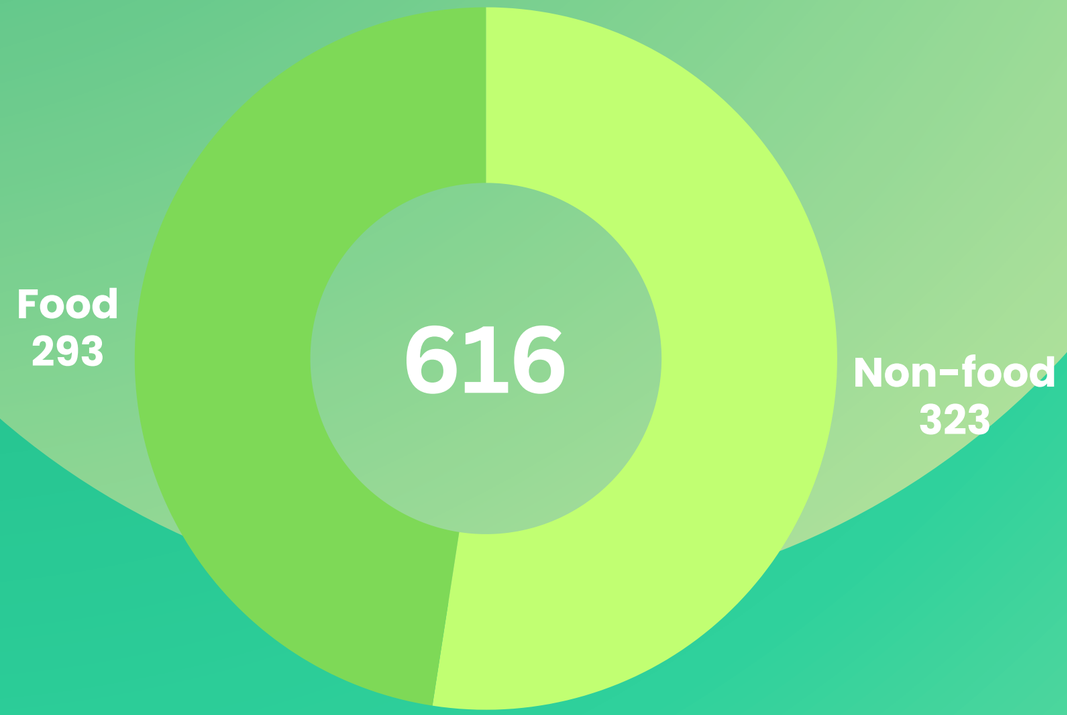
Key Metrics



BUSINESS ACTIVE NEIGHBORHOODS

54

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Key Metrics

Most Business-Active Neighborhood	Least Business-Active Neighborhood
מרכז הכרמל (98)	נוה דוד (1)
אזור תעשיה מפרץ (74)	עבאס (1)
שער פלמר, תחנת רכבת השמונה (70)	רמת אלון (1)

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Key Metrics

Neighborhoods With The Most Food Spots	Neighborhoods With The Fewest Food Spots
שער פלמר, תחנת רכבת השמונה (52)	שער העלייה (1)
מרכז הכרמל (43)	רמת התשבי (1)
מושבה גרמנית (28)	רמת אלון (1)

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The Relationship Between Overall Business Activity and Food Market Share

After analyzing the relationship between the total number of businesses in a neighborhood and the share of food-related businesses using a Pearson correlation model, a moderate positive correlation (0.39) was found, with a statistically significant p-value of 0.0037.

This indicates that there is a meaningful and statistically significant relationship: neighborhoods with more overall business activity tend to have a higher share of food businesses.

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Conclusion

Since overall business activity in a neighborhood significantly impacts the presence of food businesses (as shown by the findings), it is advisable to take the share of food establishments into account when selecting a location.

I suggest choosing a neighborhood with a medium to high number of total businesses, where the share of food-related businesses is relatively low. This way, it's possible to tap into the unmet demand for food establishments in the area.

See table in the following slide...

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Conclusion

Based on filtering by the following parameters: number of businesses > 30, food business share < 30%

Neighborhood Name	Total Businesses	Total Food-Related Spots	Food-Related Spots Share
אזור תעשיה מפרץ	74	16	**22%**
מרכז הקונגרסים, נאות פרס, יצחק נבון	30	9	**30%**