# Client Brief — Restaurant Expansion Analysis

**Client:** Tomer Shalev  
**Role:** Expansion Manager, Urban Bites Restaurant Group  
**Date:** [Insert Date]  
**Project Title:** Market Research for Opening a New Urban Bites Restaurant in Haifa

## 🍽️ Background

We’re currently planning our next phase of expansion, and Haifa is a city that’s high on our radar. Urban Bites has grown steadily over the last five years, with locations in Tel Aviv, Ramat Gan, and Netanya. Now, we want to understand where the smartest spot in Haifa would be for our next restaurant — ideally in a neighborhood that’s underserved, has business potential, and isn’t already saturated with food places.  
  
Before committing to a location, we need to make a data-driven decision — not just go with a gut feeling.

## 🎯 What We’re Looking For

We want your help answering three key questions based on business data from sources like OpenStreetMap, govmap.gov.il, or the Haifa municipality:  
  
1. Which neighborhoods in Haifa have the fewest food businesses?  
 → We're looking for areas with low competition but still enough foot traffic or commercial presence.  
  
2. Is there a link between how diverse the local business mix is and how many food businesses there are?  
 → We want to know if a wider mix of businesses (e.g., retail, offices, gyms) tends to support more restaurants — or maybe the opposite.  
  
3. Based on all this, what would be the best area to open our next Urban Bites branch?  
 → We’d love a ranked recommendation or a shortlist of neighborhoods, with some explanation behind the choice.

## 📌 Project Milestones

Here’s a rough idea of how we’d like the work to be structured — but feel free to adjust based on what makes sense:  
  
1. Week 1 – Data Gathering & Setup  
 - Collect location/business data from public sources.  
 - Define neighborhoods and standardize business types.  
  
2. Week 2 – Initial Insights  
 - Map out food business distribution by neighborhood.  
 - Highlight areas with low food business density.  
  
3. Week 3 – Business Diversity & Correlation Analysis  
 - Calculate a diversity score for each area.  
 - Analyze how that relates to the share of food businesses.  
  
4. Week 4 – Final Recommendation  
 - Identify 1–3 top neighborhood candidates.  
 - Include supporting visuals (map, summary chart, etc.).

## 📦 Deliverables

- Summary presentation (PDF or Google Slides)  
- Clean data tables (CSV or Excel)  
- Jupyter Notebook or script file (if using code)  
- Optional: interactive map or dashboard

## 📫 Let’s Stay in Touch

If anything’s unclear or you hit a data roadblock, feel free to reach out. We’re flexible and just want to get the best insight possible before signing a lease.  
  
Thanks!  
Tomer Shalev  
Expansion Manager, Urban Bites  
📧 tomer@urbanbites.co.il  
📞 +972-52-XXXXXXX