The Battle of the Neighbourhoods

Introduction and definition of the scope of the problem

Our target audience and stakeholders are companies and individuals who wish to open new restaurant premises on the city of Santa Monica in City Center. However that is not a straightforward process, for reasons I will next explain. The pitfalls are mainly competition, cost of operating a business, cultural differences that exist in some areas, and the demographic makeup of some localities. Thus the clients require an analysis of the local neighbourhoods to understand the scope of the issues. Some types of restaurants are better suited to particular areas.

The population of the City of Santa Monica, California is an estimated 91,577. Santa Monica is a cosmopolitan city with a broad mixture of Americans and immigrants from other countries. The demographic makeup of the people in the city are of mainly White, African Americans, Hispanic or Latino, and Native Americans. Naturally there is much choice of restaurants, serving both Domestic and foreign foods.

Santa Monica Demographics

• **White**: 75.9% (64.6% non-Hispanic)

• **Black or African American**: 4.5%

• **American Indian**: 0.3%

• **Asian**: 10.2%

• **Pacific Islander**: 0.1%

• **Two or more races**: 5.9%

• **Hispanic of any race**: 15.4%

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Since Santa Monica is such a multicultural and eclectic hub, with a large workforce available, the city offers many business opportunities which groups of investors can exploit. The downside is, that since there are many restaurants there already, hence the competition for customers is considerable. Property in the City Center area is also expensive and suffers from being heavily taxed. The cost of trading in Santa Monica, therefore requires to be thoroughly analysed and considered before any new company can be opened. In this analysis we will attempt to find the best location for the new business, by examining what already exists in the chosen area. In particular we will be looking at the City Center area of the city.

Data Description

The data that will be used to solve the problem: We will be using Foursquare and geopy data to map top the top venues within the location of Santa Monica's City Center to indicate what venues already exist in this popular area. We will create a map of the area covering about 5000m.

Methodology

The methodology we have used was to utilize Foursquare to analyse the chosen neighbourhood and create a breakdown of businesses types and numbers in the chosen area. The idea behind this, is that if we know the numbers and types of restaurants and franchises already present there, it will allow us to decide on which type of new restaurant would be the most welcome with the least amount of competition in that type of food.

Discussion

It was found that some types of restaurant and franchise where far more common than others. In particular:

Starbucks	2
Moorten Botanical Garden	1
Swiss Donut	1
ALDI	1

Others were less clear, since there are several Mexican restaurants in the area which the data makes harder to count. In the main however, business showed a good spread of uniqueness, and where mostly one of a kind in that area.

Conclusion

A lot of useful information about the area was derived from the data. It was found that by applying Data Science techniques the area was found suitable for opening an up-market restaurant, main competition (in the form of other dining establishments) comes from the Mexican restaurants , Vegan restaurants and Fast Food.

	name	categories	lat	lng
0	PSYC Spa	Spa	33.795558	-116.500941
1	Norma's	Breakfast Spot	33.795451	-116.500269
2	The Parker Palm Springs	Hotel	33.795264	-116.500204
3	Lemonade Stand	Restaurant	33.796288	-116.500791
4	Counter Reformation	Speakeasy	33.795369	-116.500292
5	Trader Joe's	Grocery Store	33.789218	-116.483060
6	T.J. Maxx	Department Store	33.799686	-116.520140
7	Chipotle Mexican Grill	Mexican Restaurant	33.800772	-116.521676
8	Manhattan In The Desert	Sandwich Place	33.800954	-116.518154
9	Native Foods	Vegetarian / Vegan Restaurant	33.800009	-116.527436
10	Jensen's Finest Foods	Grocery Store	33.799779	-116.522161
11	The Saguaro Poolside	Pool	33.802189	-116.526976
12	Over the Rainbow Desserts	Cupcake Shop	33.800095	-116.527132
13	Sparrows Lodge	Hotel	33.801901	-116.532388
14	Smart & Final Extra!	Grocery Store	33.814511	-116.491710
15	Tahquitz Creek Golf Course	Golf Course	33.801131	-116.485063
16	Cree estate	Scenic Lookout	33.791892	-116.480301
17	Studio M Salon and Spa	Spa	33.800939	-116.521233
18	Rubio's	Seafood Restaurant	33.816741	-116.492387
19	Chef Tanya's Kitchen	Vegetarian / Vegan Restaurant	33.811790	-116.493860

Category	Count
Mexican Restaurant	9
Hotel	6
Sandwich Place	5
Vegetarian / Vegan Restaurant	4
Spa	4
Grocery Store	4
Breakfast Spot	3
Resort	3
Coffee Shop	3
Pool	3
Gay Bar	3
Golf Course	3
Burger Joint	2
American Restaurant	2
Restaurant	2
Trail	2
Gym	2
BBQ Joint	2
Cocktail Bar	2
Chinese Restaurant	2
Furniture / Home Store	2
Deli / Bodega	2
Museum	1
Cupcake Shop	1
Clothing Store	1
Water Park	1
Hardware Store	1
Seafood Restaurant	1
Movie Theater	1
Donut Shop	1
Pharmacy	1
Garden	1
Steakhouse	1
Hotel Bar	1
Taco Place	1
Airport	1
Italian Restaurant	1
Thrift / Vintage Store	1
Pet Store	1
Indian Restaurant	1
Multiplex	1
Department Store	1
Supermarket	1
Bakery	1
Ice Cream Shop	1
Bagel Shop	1
Scenic Lookout	1
Cosmetics Shop	1
Big Box Store	1
Juice Bar	1
Pizza Place	1
Speakeasy	1

Name: categories, dtype: int64