

Business Case

Uno Pizzeria & Grill (formerly Pizzeria Uno and Uno Chicago Grill), or more informally as UNO's, is a franchised pizzeria restaurant chain under the parent company Uno Restaurant Holdings Corporation. Currently, UNO has more than 100 locations covering 20 states in the USA.

This case study is to find a suitable location in Seattle, WA area to open a new branch of UNO Pizzeria.

In general, restaurants are located in high traffic areas in order to attract more customers and provide convenient service to the people. Among most of the venues, UNO management has identified Boston, MA has been one of the high revenue locations during the past few years. Therefore, this study will try to find a similar location as Boston, MA.

Methodology

Step 01:

As the first stage of the analysis, the study will be focused on the Boston venue to identify the key attributes in that location. The study will use Foursquare, to gather 100 nearby venues with in 500 meters radius and identify the top 10 customer attraction venues.

Step 02:

Analyze the neighborhoods in Seattle, WA and find the most frequent venues in the area.

Step 03:

Use K-means clustering to identify the similar neighborhoods and finally select the most suitable and matching neighborhood for the new UNO location.