

Capstone Project

Battle of the Neighborhoods

Exploring Suburban Areas of Houston

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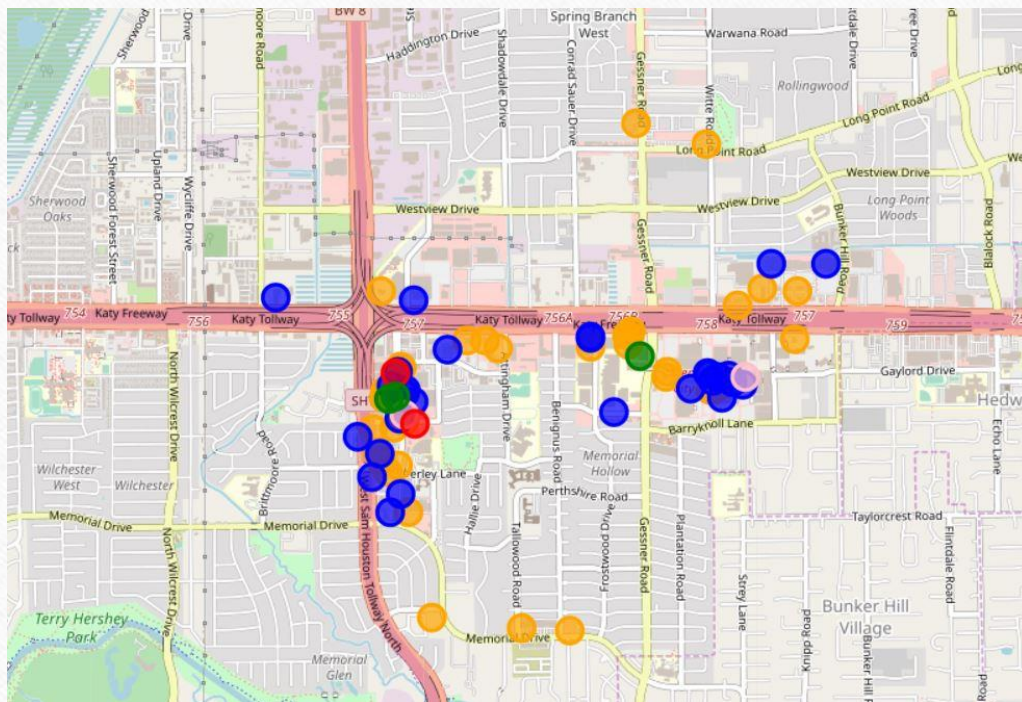
Introduction

- "Location, location, location" is applicable to the business world as well. Location has the potential to be the deciding factor in whether a business succeeds or fails.
- Suburban areas in the West Houston will be the focal point of this project. Factors that will be considered include
 - The number of other restaurants in each suburban area
 - Other venues in the suburban area that might attract restaurant patrons (movie theaters, shopping centers, etc.)
- Target Audience
 - Entrepreneurs
 - Investors
 - Lending Institutions

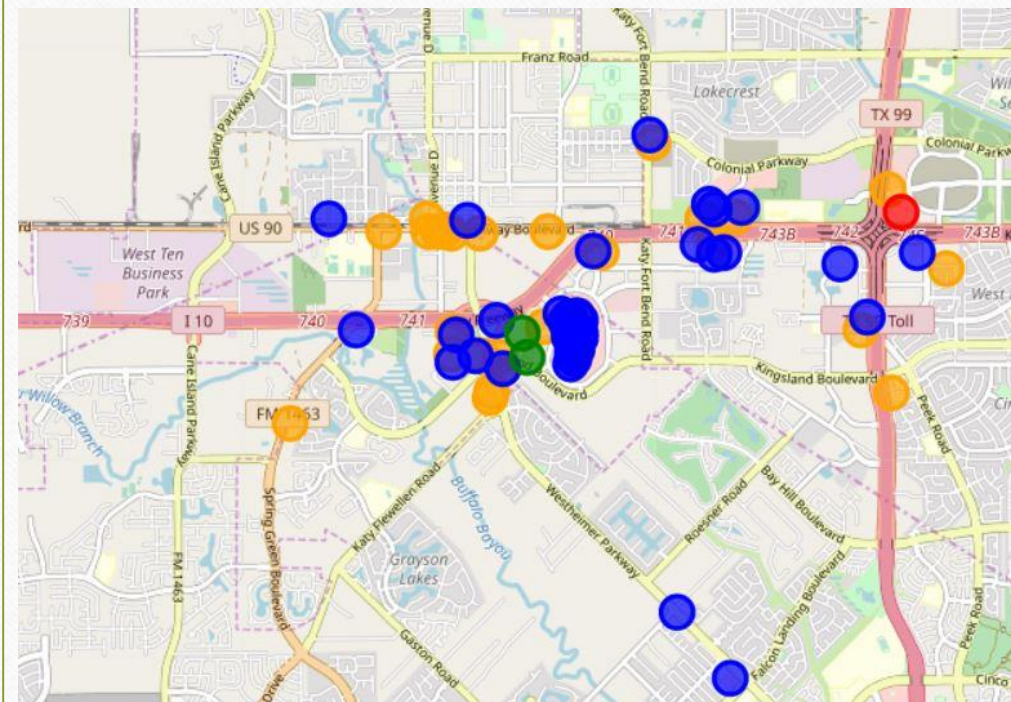
Data Acquisition and Cleaning

- Location data acquired through usage of Foursquare API
- From location data, category and coordinates of the venues were filtered.
- Venues containing “restaurant” in category name were extracted, transferred to dataframe and plotted on a map.
- Above step was repeated for movie theaters, hotels, shops/stores, and beauty services. These categories will be referred to as “other venues”

Memorial City



Katy



Legend

Orange = Restaurant

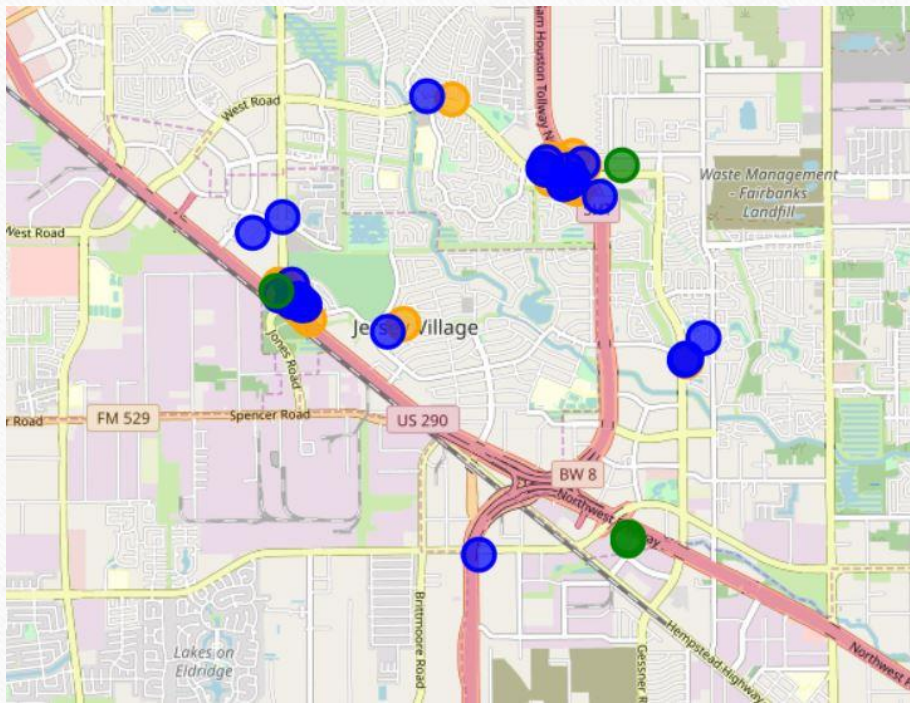
Blue = Store/Shop

Pink = Beauty Service

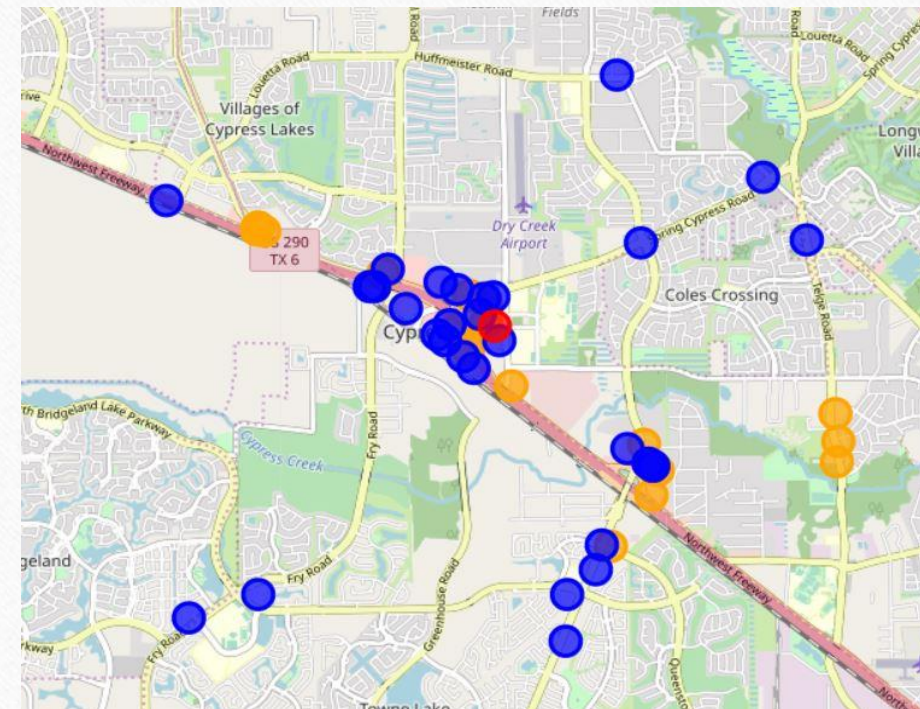
Red = Movie Theater

Green = Hotel

Jersey Village



Cypress



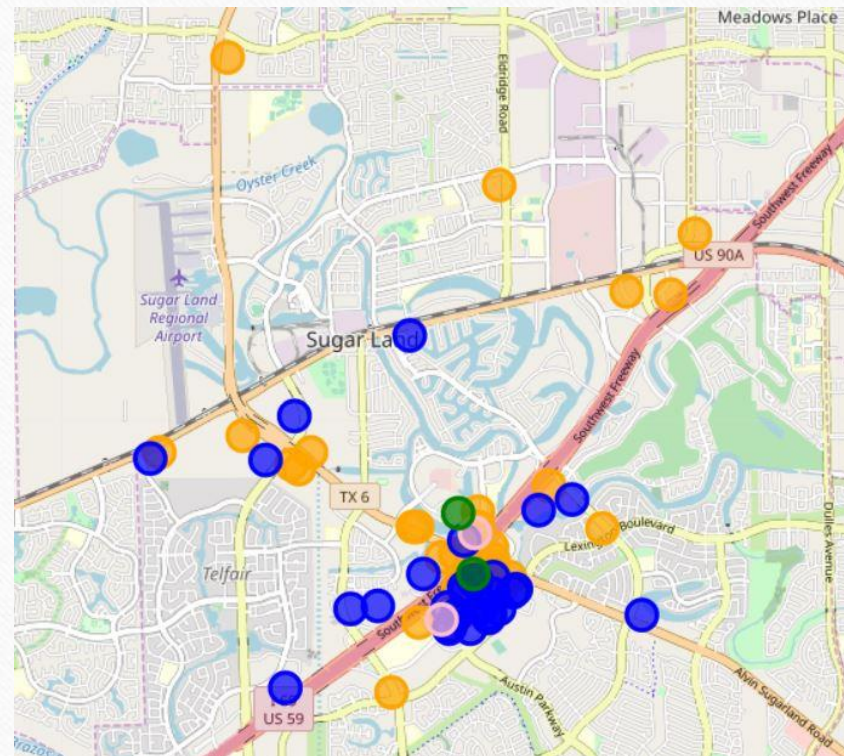
Legend

- Orange = Restaurant
- Blue = Store/Shop
- Pink = Beauty Service
- Red = Movie Theater
- Green = Hotel

Sugar Land

Legend

- Orange = Restaurant
- Blue = Store/Shop
- Pink = Beauty Service
- Red = Movie Theater
- Green = Hotel



Summarized Data

| | Area | Number of Restaurants in Suburban Area | Number of Other Venues in Suburban Areas |
|---|----------------|--|--|
| 0 | Memorial City | 38 | 36 |
| 1 | Katy | 27 | 43 |
| 2 | Cypress | 18 | 31 |
| 3 | Jersey Village | 21 | 28 |
| 4 | Sugar Land | 36 | 33 |

Results and Conclusion

- Few venues of any type in Jersey Village
- Katy has many “other venues” but they are also crowded with several restaurants.
- Memorial City and Sugar Land have highest number of restaurants and “other venues”, indicating possibility of high competition.
- Cypress has several “other venues” uncrowded by restaurants and also the fewest restaurants out of all five suburban areas, meaning this would be the best suburban area in West Houston to open a restaurant.

Future Improvements

- Instead of limiting restaurants to venues that have the word “restaurant” in their category, expand it to venues that are “bars” or “burger joints” or “steakhouses”
- Factor in tips and user reviews from Foursquare data to determine popular areas of town for potential new businesses.