

# Team DKMVX



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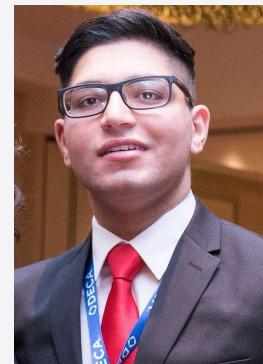
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University of Illinois  
Urbana-Champaign

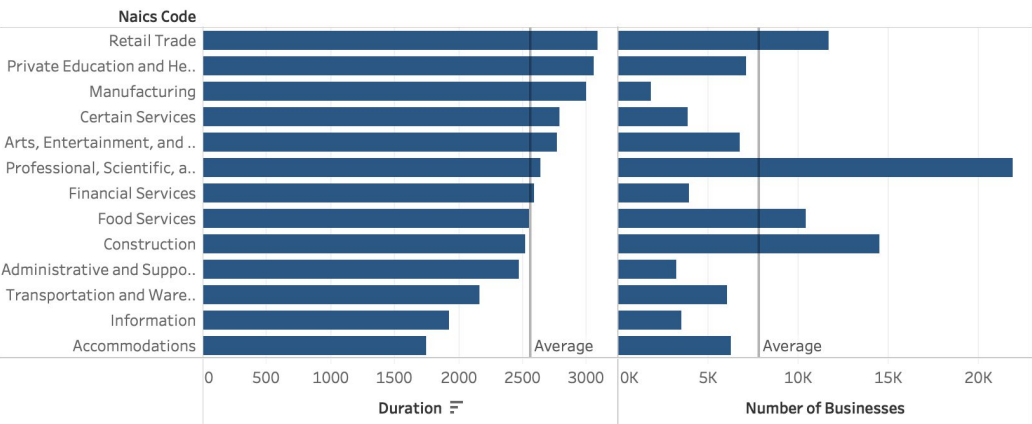
Special thanks to our mentor!



Xindi Zhao

# Question 1.1 - Business Landscape

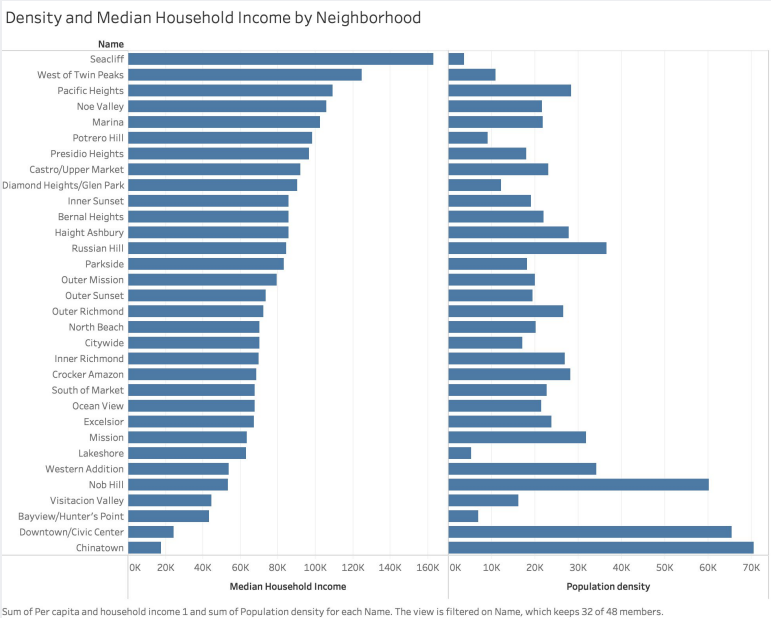
Types of Businesses by Duration and Count



How long the average business lasts in each category

Number of businesses in each category

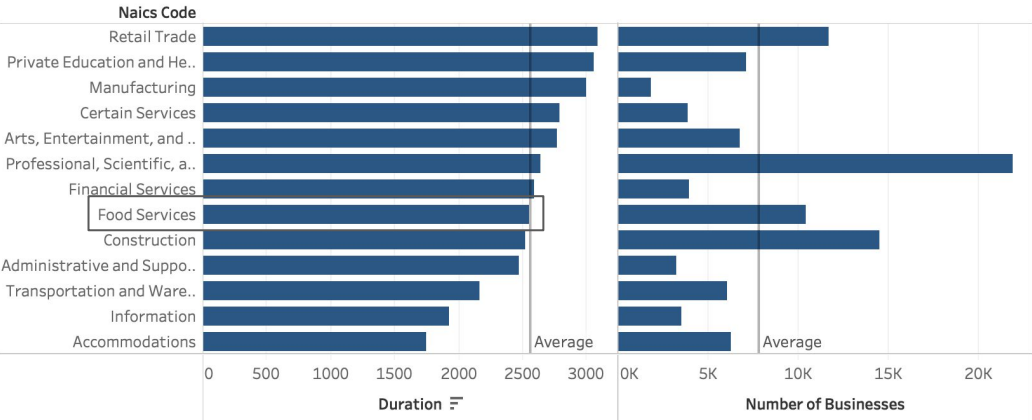
By neighborhood:  
Density (residents per square mile)  
Median Household Income



Sum of Per capita and household income 1 and sum of Population density for each Name. The view is filtered on Name, which keeps 32 of 48 members.

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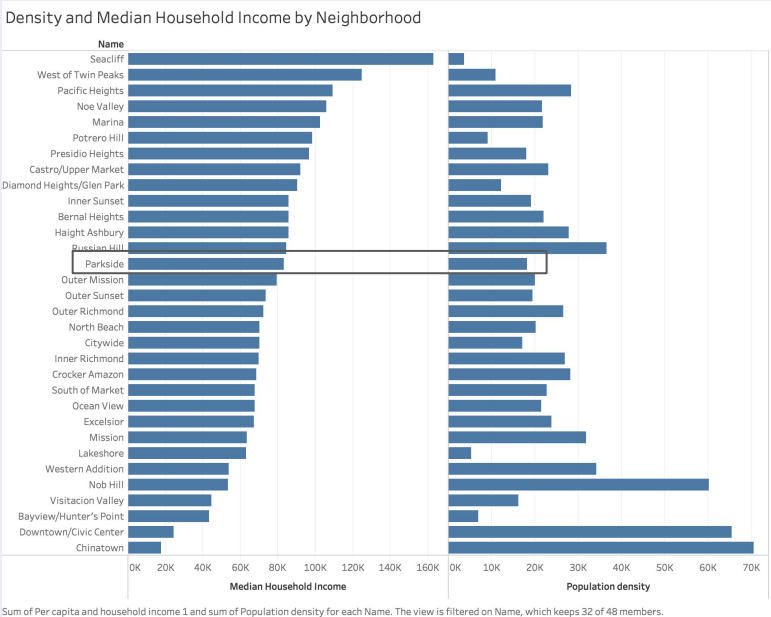
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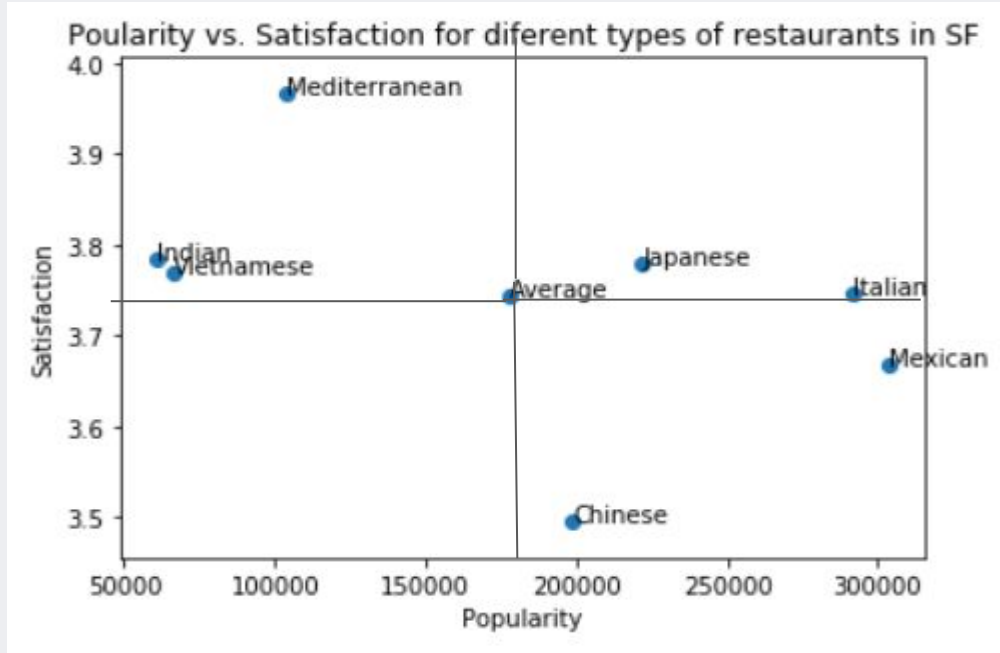
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# Question 1.2 - Type of Business

Chinese restaurants are relatively popular while having a low satisfaction score



Popularity: Number of reviews per restaurant type

Satisfaction: Average review score in the category (out of 5)

We pick the location with the high Asian population, high per capita income, and relatively low restaurant density.

5th highest Asian Population in  
San Francisco (56%)

# Question 1.3 - Business License and Permits

Estimated Cost: \$22,100

## Setting up a business

**Business Registration certificate:** Required for all businesses who wish to operate in San Francisco.

**Sign permit:** Required for displaying business signs

**Building permit:** Required for any additions, alterations, or repairs to a building, and electrical wiring and plumbing installations.

**Weights and Measures Automated Point of Sale Registration:**  
Required for business that have at least one Point of Sale (POS) Station

## Specific License

**Manager's food handling certification:** One employee must be certified as a food safety person by passing an approved examination.

**Health permit to operate:** Obtain a permit to operate from the Department of Public Health

**Food Handler Card:** All individuals involved in preparation, storage, or service of food must obtain a "Food Handler Card".

**Liquor License:** Beer and Wine Only

# Question 2 - Social Impact

## For Customers

### Idea 1

Product: Facebook/Instagram Explore

Feature: Restaurant Recommendation with friend data and geolocation

### Idea 2

Product: Oculus

Feature: Exploring businesses virtually with location data

## For Business Owners

### Idea 1

Product : Facebook/Instagram Pages

Feature: Help business owners by combining multiple pages and manage payments through Facebook



Thank You  
Any Questions?