

CAPSTONE PROJECT

BUSINESS OPPORTUNITY

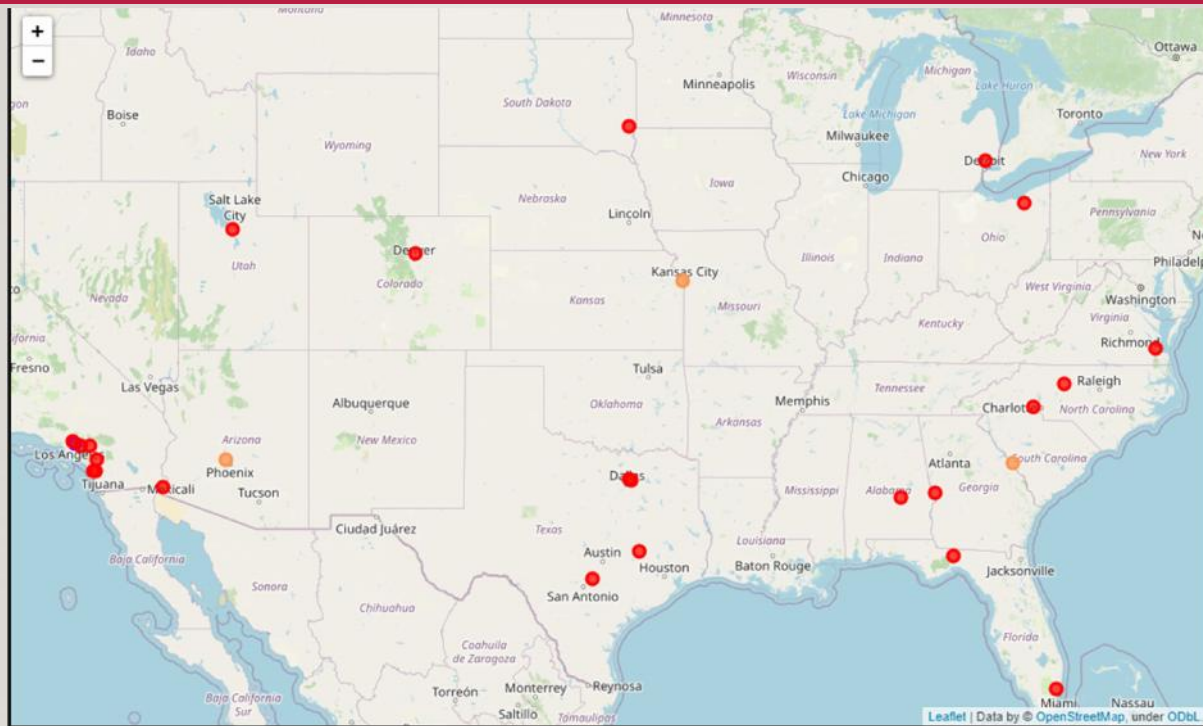
WHAT AND WHERE

ELIAS ADAME

WHAT BUSINESS IS THE MOST POPULAR IN MOST CITIES?

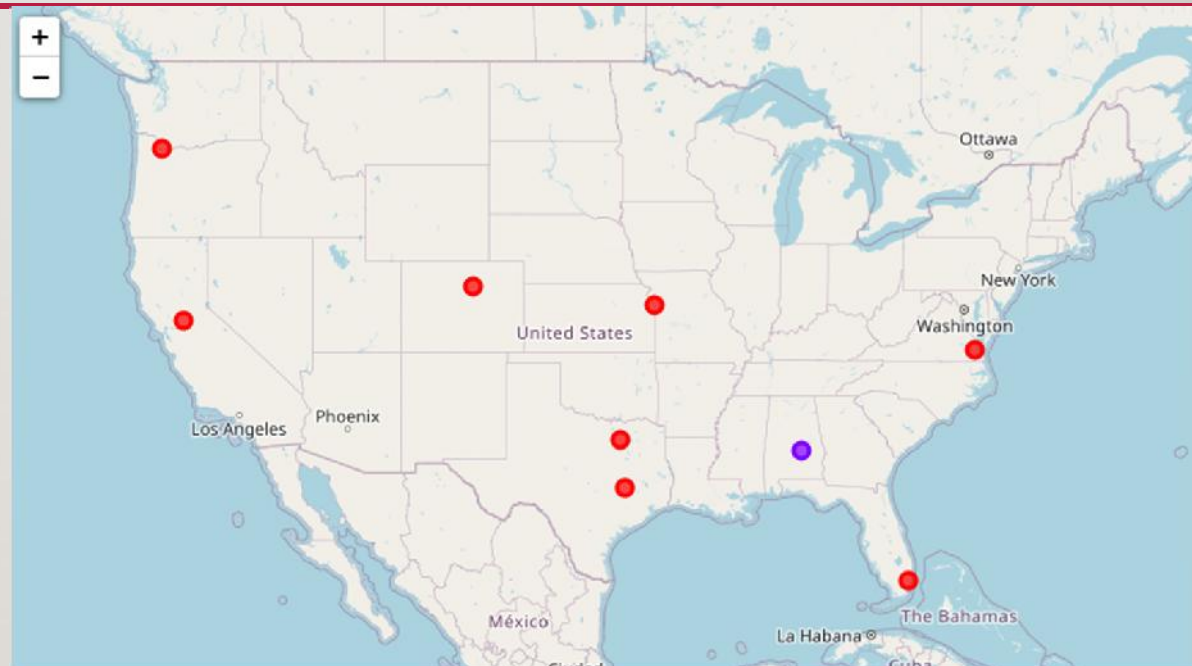
- We analyzed select US Cities and discovered that Fast Food Restaurants are the most popular
- Out of 92 Cities:
 - 33 rank Fast Food Restaurant in their Top 10 Most Popular Venues
 - 9 rank Fast Food Restaurant as their # 1 Most Popular

CITIES WITH FAST FOOD IN TOP 10



CITIES WITH FAST FOOD AS # 10

- College Station
- Elk Grove
- Garland
- Kansas City
- Miami Gardens
- Montgomery
- Newport News
- Thornton
- Vancouver



CLUSTERING CITIES

- We cluster cities based on similarity of popular venues
- We get cities with Fast Food as # 10 that are in the same cluster as cities with it at # 1
- This reduces the number of possible cities to:
 - College Station
 - Thornton
 - Kansas City
 - Newport News
 - Vancouver
 - Montgomery

CHOOSING THE WINNING CITY

- Finally, we analyze the last 6 possible cities to decide on a final one
- When looking at these cities Top 10 Venues, we identified that five of these cities had Venues that are Fast Food competition in their Top 5 Venues.
- Thus, we choose Montgomery, AL as the most suitable city for a new business venture with the most growth potential