

# THE BATTLE OF NEIGHBORHOODS

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# INTRODUCTION

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- Opening an Italian restaurant in Perth
- Using data science power to generate some promising neighborhoods

# DATA

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- Number of the existing restaurants in the neighborhood
- Number of the existing Italian restaurants in the neighborhood
- Distance of the neighborhood from the city center
- Centers of hexagon neighborhoods will be generated algorithmically and approximate address of centers of those areas will be obtained using ‘geopy.geocoders’
- Restaurant data including number, type and location in every neighborhood will be obtained using Foursquare API
- Coordinate of Perth center will be obtained using ‘geopy.geocoders’



# CREATE NEIGHBORHOOD CANDIDATES (364)

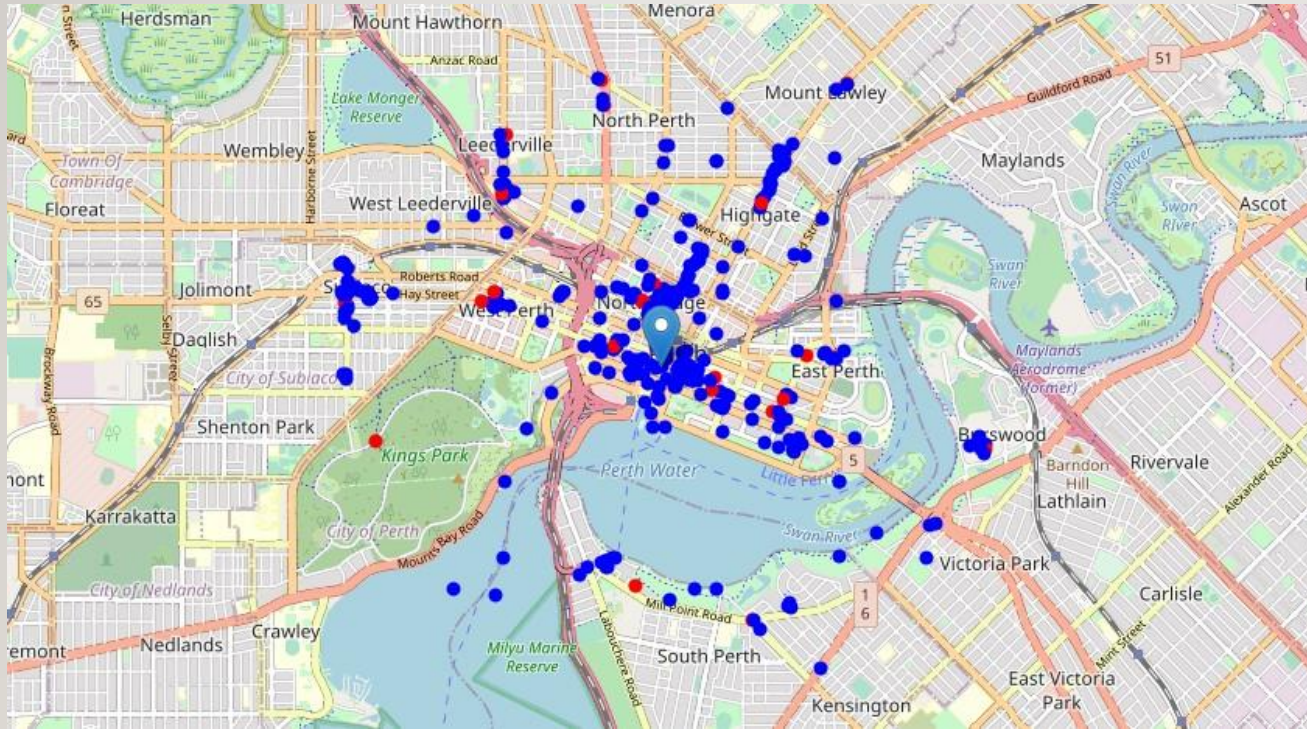
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# USE FOURSQUARE API TO GET INFORMATION ABOUT THE RESTAURANTS IN EACH CANDIDATE NEIGHBORHOOD

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Blue colour: restaurants  
Red colour: Italian restaurants

# DENSITY OF RESTAURANTS

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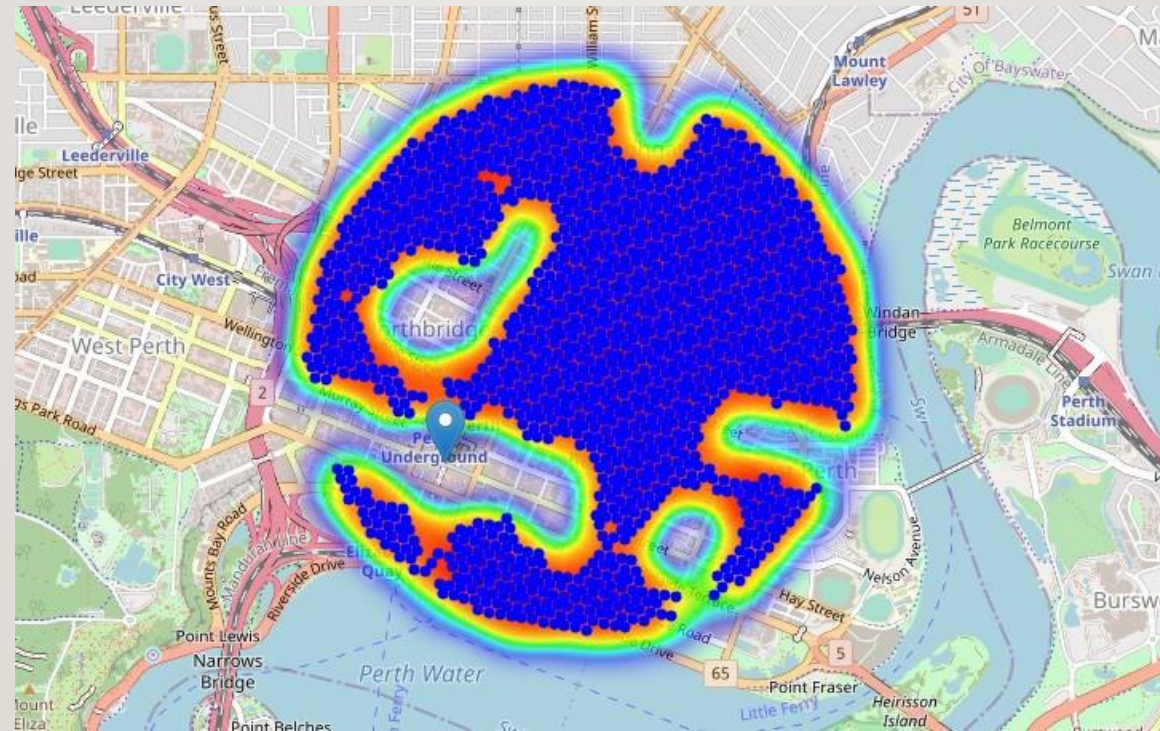




1722 LOCATIONS WITH NO MORE THAN TWO RESTAURANTS NEARBY

1797 LOCATIONS WITH NO ITALIAN RESTAURANTS WITHIN 400METERS

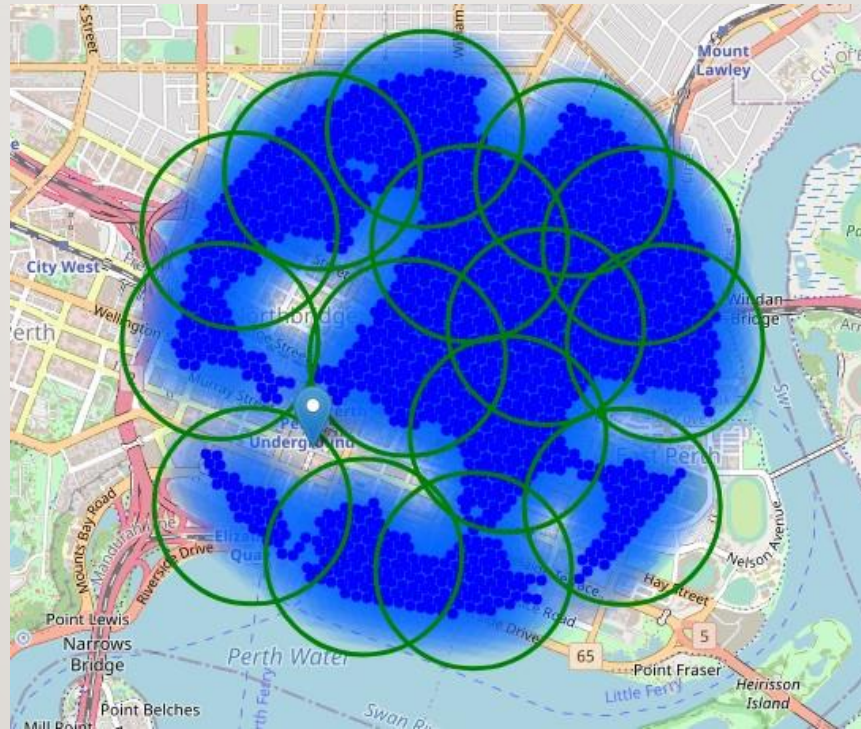
1510 LOCATIONS WITH BOTH CONDITIONS MET.





# CLUSTERING LOCATIONS

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# ADDRESSES OF CENTERS OF RECOMMENDED AREAS

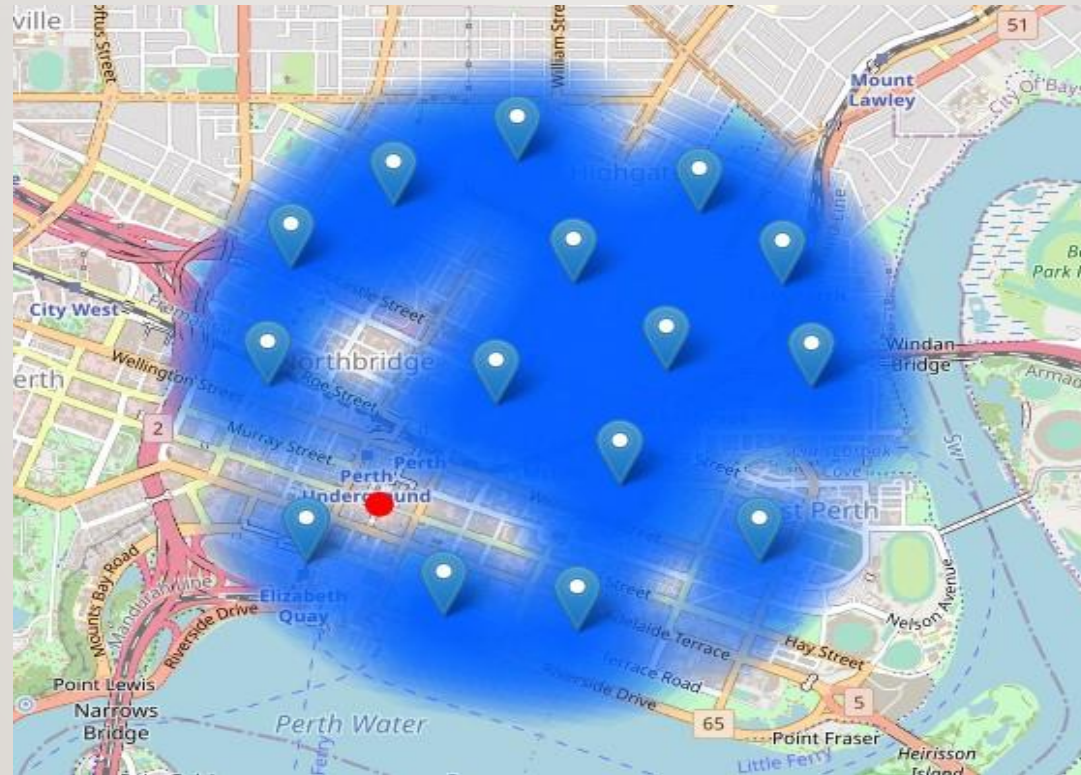
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Addresses of centers of areas recommended for further analysis
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Traffic Police, Bronte Street, East Perth, Perth, City of Perth, Western Australia, 6004 => 2.9km from Hay Street Mall
238, Brisbane Street, Perth, City Of Vincent, Western Australia, 6003 => 2.6km from Hay Street Mall
Tully Road, East Perth, Perth, City of Perth, Western Australia, 6004 => 3.4km from Hay Street Mall
The Emperors Crown Backpackers, 85, Stirling Street, Perth, City Of Vincent, City of Perth, Western Australia, 6000 => 1.2km from Hay Street Mall
Governors Avenue, Perth, City of Perth, Western Australia, 6000 => 1.1km from Hay Street Mall
Wright Street, Highgate, City Of Vincent, Western Australia, 6050 => 3.5km from Hay Street Mall
Northbridge Tunnel (West Bound), Aberdeen Street, Perth, City of Perth, Western Australia, 6003 => 2.1km from Hay Street Mall
Youth With A Mission, Gladstone Street, Perth, City Of Vincent, Western Australia, 6004 => 2.4km from Hay Street Mall
William Street after Glendower Street, William Street, Perth, City Of Vincent, Western Australia, 6006 => 3.1km from Hay Street Mall
Wittenoom Street, East Perth, Perth, City of Perth, Western Australia, 6004 => 1.8km from Hay Street Mall
Street lamp, Geoffrey Bolton Way, Perth, City of Perth, Western Australia, 6000 => 0.8km from Hay Street Mall
Old Milligan Street, Perth CityLink, Perth, City of Perth, Western Australia, 6000 => 1.3km from Hay Street Mall
Stirling Street, Perth, City Of Vincent, Western Australia, 6003 => 2.4km from Hay Street Mall
Greyhound Coaches, Midland PSP, East Perth, City Of Vincent, Western Australia, 6004 => 3.6km from Hay Street Mall
Hill Street, Perth, City of Perth, Western Australia, 6004 => 1.9km from Hay Street Mall
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# VISUALIZING THE RECOMMENDED AREAS

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# CONCLUSION

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- 15 zones containing largest number of potential new restaurant locations
- Recommended zones should be considered only as a starting point for more detailed analysis
- Taking into consideration additional factors like levels of noise, real estate availability, prices, social and economic dynamics etc