

The background of the slide is a dense, overlapping field of three-dimensional numbers in various shades of blue and white. The numbers are of different sizes and are scattered across the entire frame, creating a sense of depth and complexity. Some numbers are more prominent than others, while others are partially obscured.

Location for
Mediterranean
restaurant in
Chicago

Faisal Farooqi

Use of data science to select location



Reduce Competition

- Competitors are far away
- Flexibility to set prices
- No restriction on menu



Customer base

- Attract commuters
- Parking
- Takeout



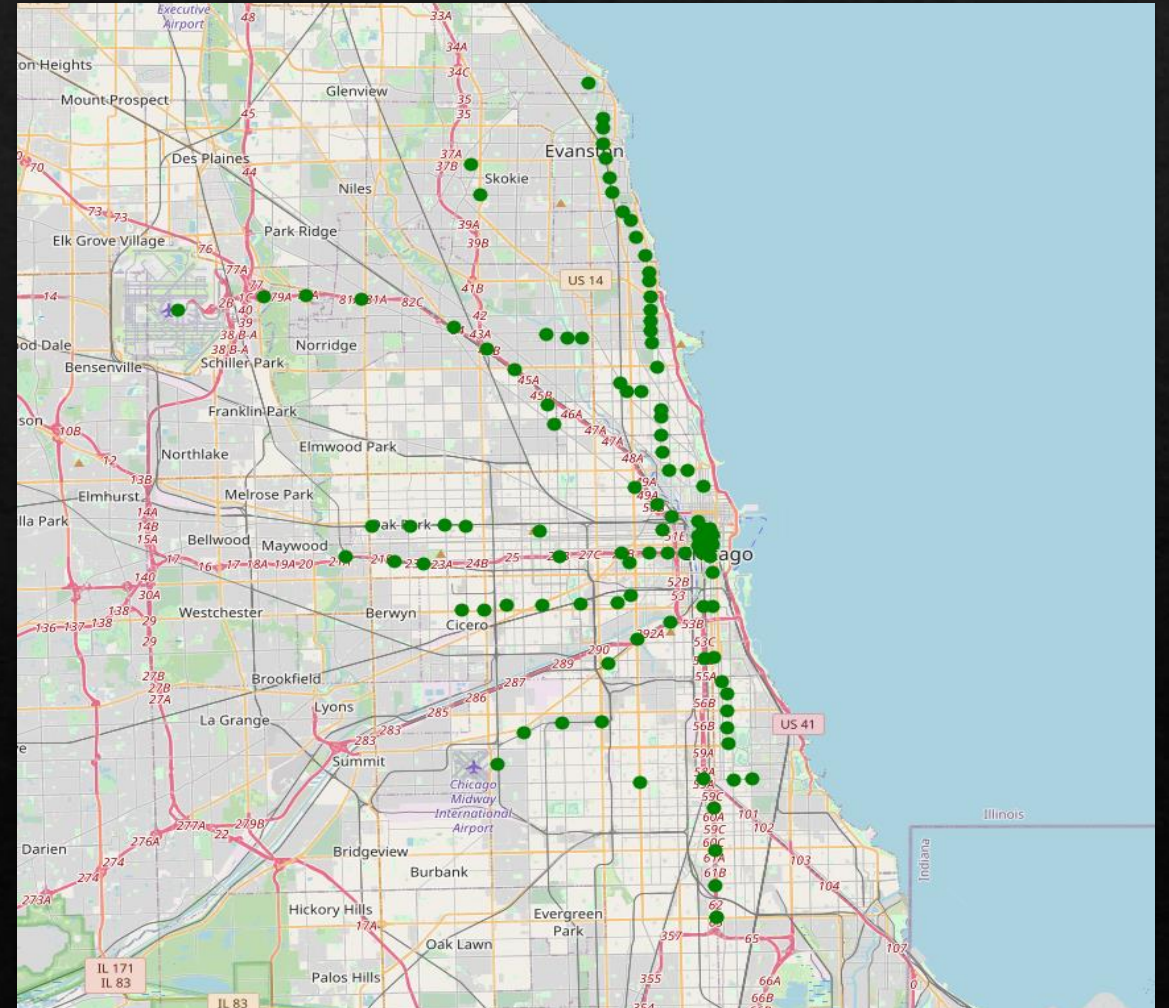
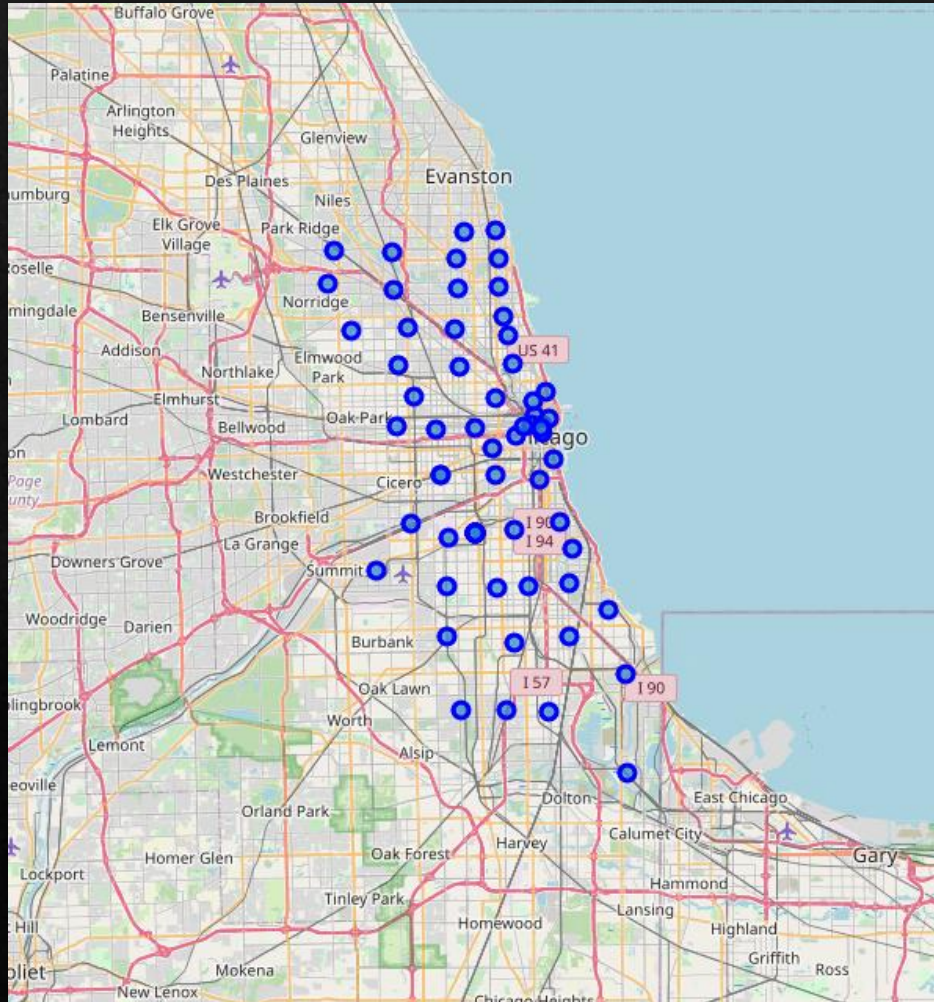
Increase Profits

- Open multiple outlets
- Advertise in prime spots

Data sources

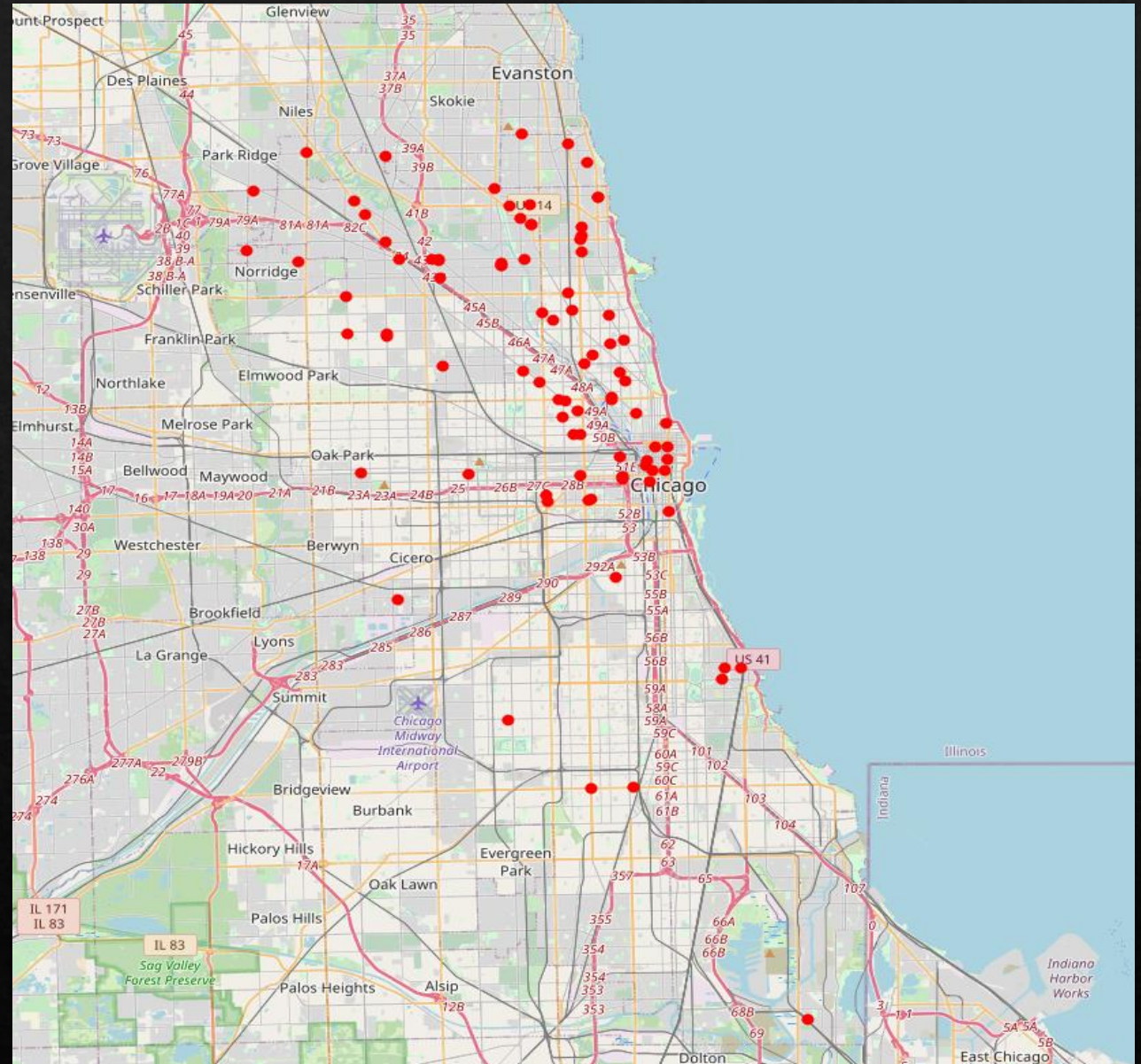
- ◇ Foursquare location data available via *Place API* [here](#)
 - ◇ Categories considered to be related to Mediterranean food:
 - Mediterranean Restaurant
 - Kebab Restaurant
 - Turkish Restaurant
 - Middle Eastern Restaurant
 - Greek Restaurant
 - Falafel Restaurant
- ◇ List of zip codes used in United States is available [here](#)
 - ◇ 43191 zip codes with location
- ◇ List of Chicago zip codes is [here](#)
- ◇ Chicago Transit Authority (CTA) route maps, station location and rider statistics at their [website](#)

Zip code grid and train station locations



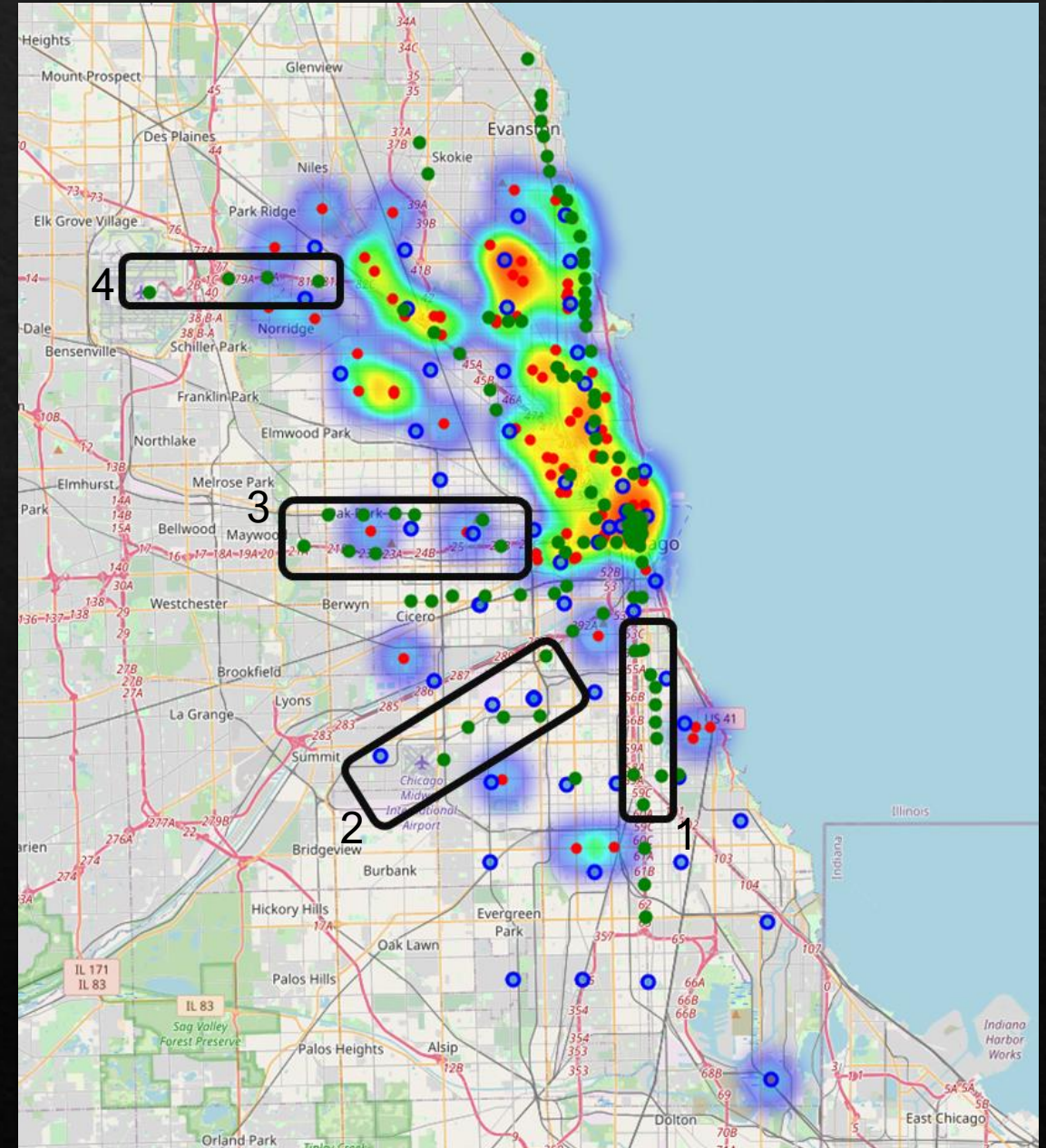
Existing Mediterranean restaurants location in Chicago

- ~ 90 outlets across 85 neighborhoods
- Low density and concentrated in downtown, North and North-West neighborhoods
- Overall restaurant density also low, on average about ~80 restaurants in each neighborhood
- Mediterranean restaurants make up less than 3% of all restaurants



Top locations for new restaurant easily identified via heatmap

1. South neighborhoods
2. South-West neighborhoods including Midway airport
3. West neighborhoods covering medical district
4. North-West corridor close to O'Hare airport



Conclusion & additional analysis

- ◆ Final decision on restaurant location based on characteristics of the local area
- ◆ Population density, crime, parking, real estate availability, prices, social and economic dynamics of every neighborhood etc. should be considered
- ◆ Foursquare may not have ample data for the city of Chicago in general.
Additional data sources such as google or yelp can be used to validate results
- ◆ Factor in population of city neighborhoods
- ◆ Use census data to target demographic who would prefer Mediterranean food