

Central Los Angeles Demographic & Ethnic Restaurant Analysis

A. Introduction

A.1. Description and Background

Central Los Angeles is a historic urban and cultural diversified region where over 800 thousand residents live in 60 square miles and comprises of 26 neighborhoods. It is a cultural melting pot as the population consists of 46% Latino, 26% white, 16% Asian, and 8% African-American.

Being a cultural diversified community with different ethnicities leads restaurant owners a huge decision that will give them the best odds at success. A cuisine for target consumers at the right location is one of the biggest factors that can make restaurant business successful. As business owners, they would want to choose a neighborhood where the residents are likely to go to a restaurant offering the similar ethnic foods. At the same time, they would want to choose the most populated neighborhood so that it could bring more customers.

In order to provide information and direction to restaurant owners, we can use heat map to represent Central Los Angeles neighborhood demographic where the ethnic restaurant type is placed on the map and clustered according to its density.