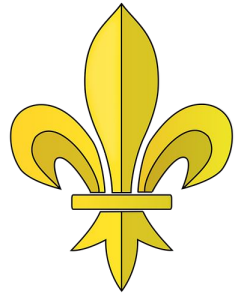

Finding The Right Neighborhood For A New Restaurant



by Christopher Guillotte

Introduction

New Orleans is world-renowned for its distinct music, distinct language, its annual celebrations and festivals, most notably Mardi Gras, and its great cuisine. Districts and neighborhoods can be tough to navigate as venues change drastically from block to block. Having some insight into the different communities in New Orleans could help in determining the best location for a new restaurant.





1. Approach

We will use clustering to try and gain insights into the many neighborhoods of New Orleans.



Data

Wikipedia and Foursquare API data on venues



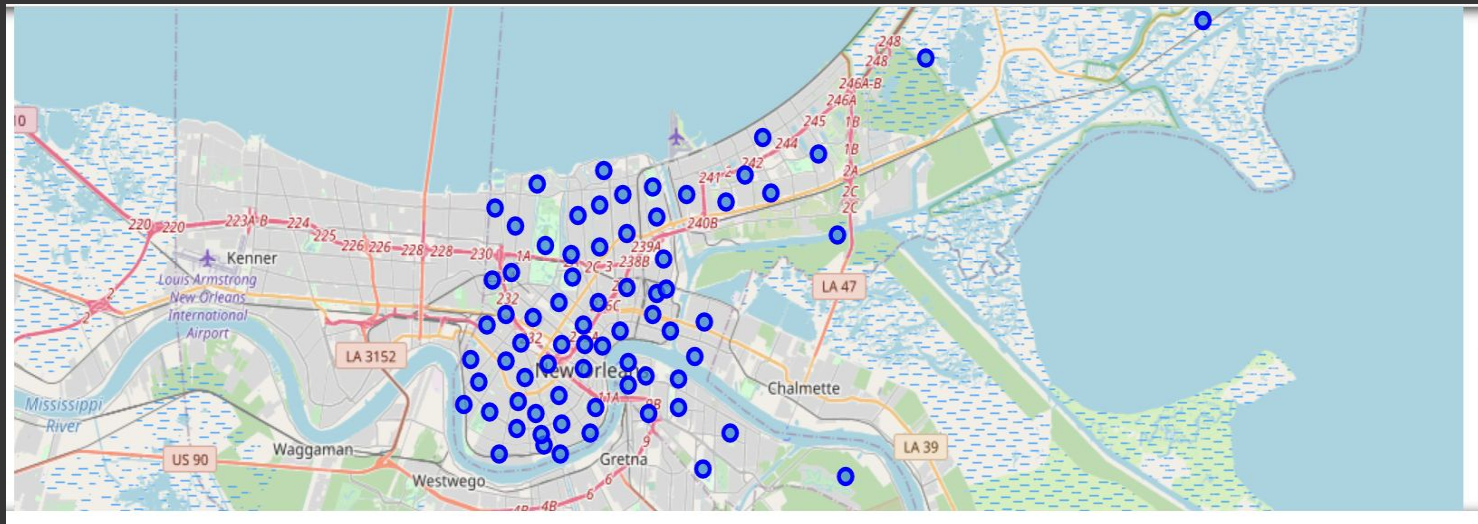
Cluster

Use kmeans clustering to cluster neighborhoods based of near by venues



Analyse

Analyse each cluster to see what insights can be gained.



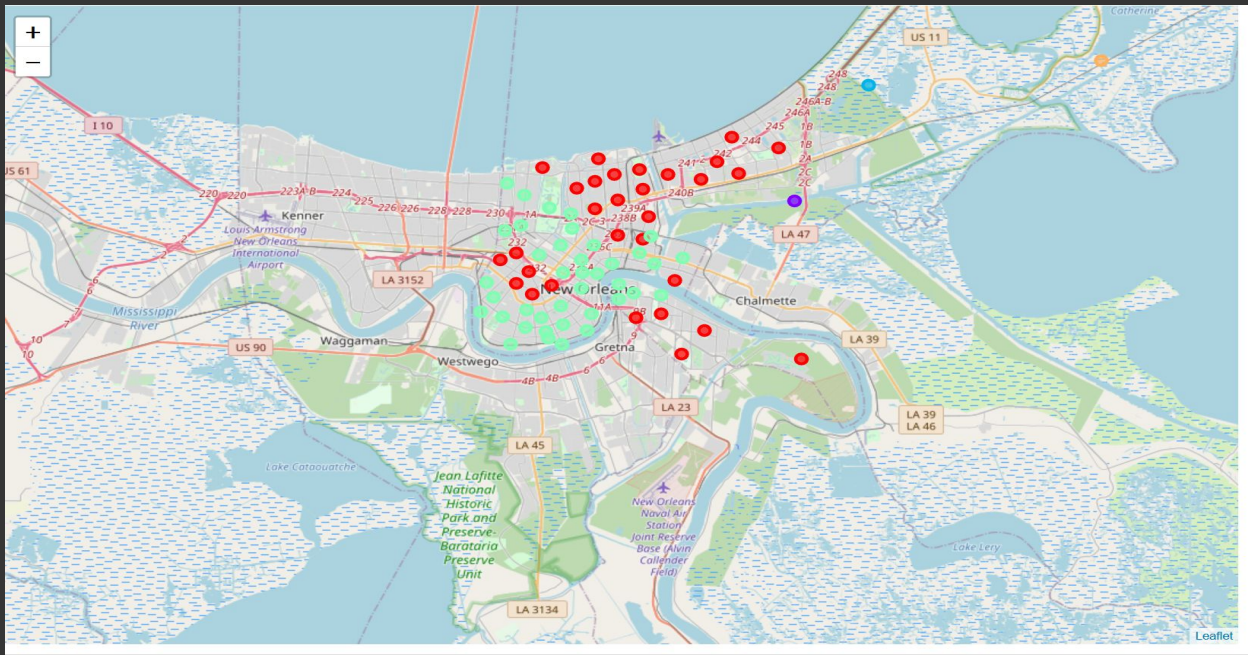
Neighborhoods

We found that New Orleans has a total of 72 neighborhoods

Venues

We were able to get 4280 different venues to use for our clustering data





We then clustered the neighborhoods into 5 different clusters.



Cluster 1

The residential area. Mostly fast food, coffee shops, and grocery stores. Consists of 25 neighborhoods.



Cluster 2

Only contains Viavant-Venetian Isles. It is a rapidly growing area to the East of the city. Full of seafood, parks, and performing arts venues.



Cluster 3

Only contains Village De L'est. It is The most densely populated area in the Eastern City. Known as “Little Vietnam”, it is home so some world famous vietnamesse restaurants



Cluster 4

This is the largest cluster. It contains all of the entertainment areas. Full of bars, restaurants, and cafe's, this is where the legendary New Orleans night life is found



Cluster 5

Only Contains Lake Catherine wich is mostly undeveloped wetlands and parks. Not a densely populated area.



Results

We were able to gain more insight into the neighborhoods of New Orleans. We have found some interesting unique areas which a restaurant could capitalize on. We also found the residential and entertainment areas which could be useful depending on the customer base that is desired.