

Italian Chef Jimmy De Luca Moves to San Francisco

Garrett George

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1. Introduction

1.1. Background

Ever since he was a child, Jimmy De Luca has been fascinated with the idea of one day moving to San Francisco. A New York City native, Jimmy has grown up to enjoy a successful career as owner and head chef of the hit restaurant, *Jaime Bolognese*. Though the reservations continue to sell out on a nightly basis, Chef JDL (as his staff are accustomed to calling him) is ready for a new challenge, one that involves finally realizing his dreams of moving to the Golden Coast and opening up a second Italian restaurant - one, he believes, can be even more successful than *Jamie Bolognese*.

1.2. Problem

Moving across the country and starting up a new restaurant carries with it the need to plan effectively. The head chef thoroughly loves his quaint three-story townhouse tucked away in the beautiful Soho neighborhood. His first priority is to find an area in San Francisco with similar characteristics to his current environment. Once found, Jimmy wants to hunt out the closest district to him that will likely have the most demand for Italian food. Right now, *Jamie Bolognese* is in the East Village area, a short train ride away from Jimmy's Soho complex. He likes the comfort of being able to easily reach his restaurant if need be, especially as he enters the venerable age of sixty-seven this coming November.

1.3. Interest

Jimmy is just one of a population of chefs and restaurant owners alike who are contemplating taking the next step and opening a second establishment. Some, like Jimmy, might even want to move to the restaurant's new location to better ensure its success. For those individuals who might find themselves in the aforementioned situation, this analytics tool could prove invaluable.