

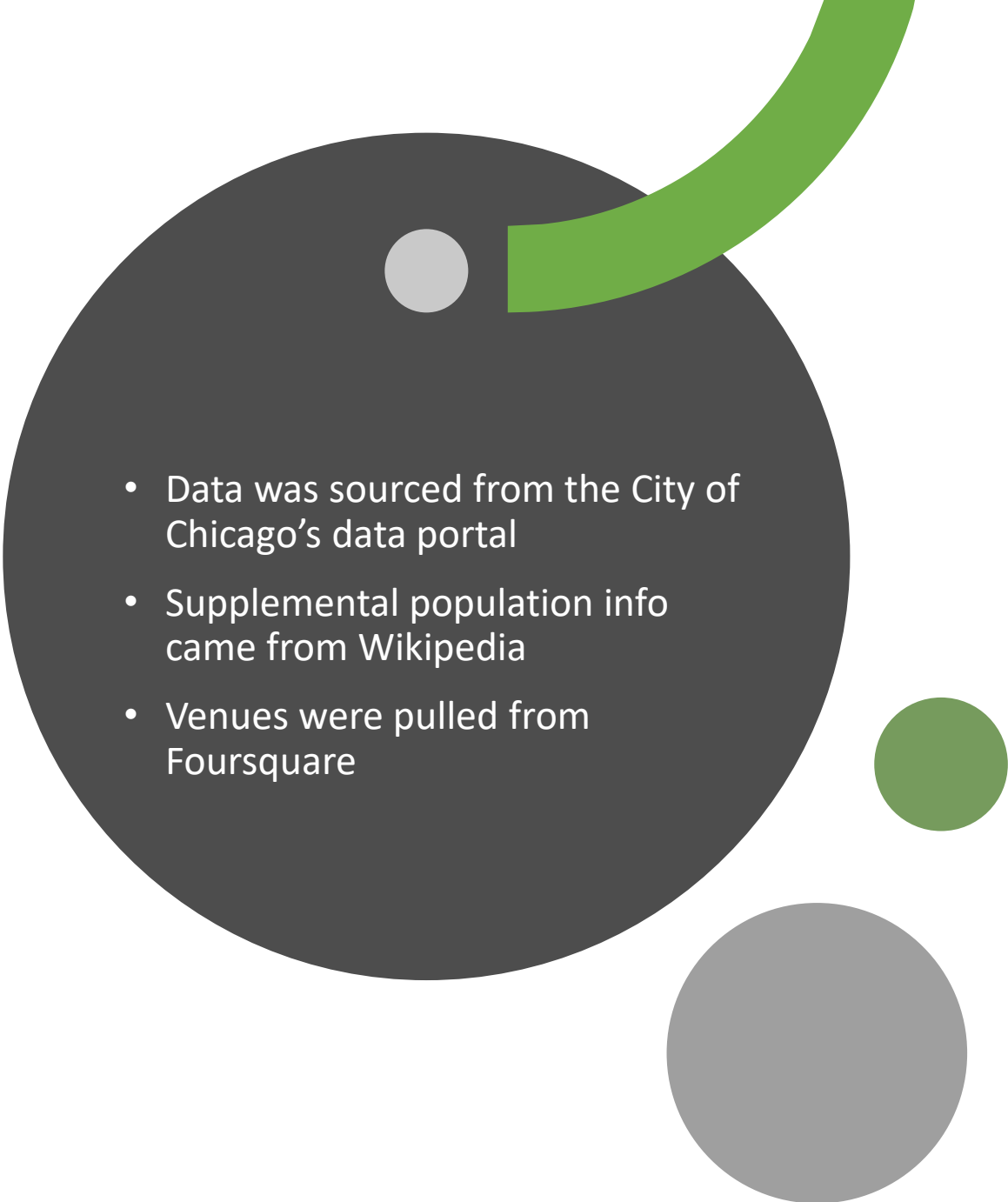
Where to open an Italian Restaurant in Chicago

Garrett Greene

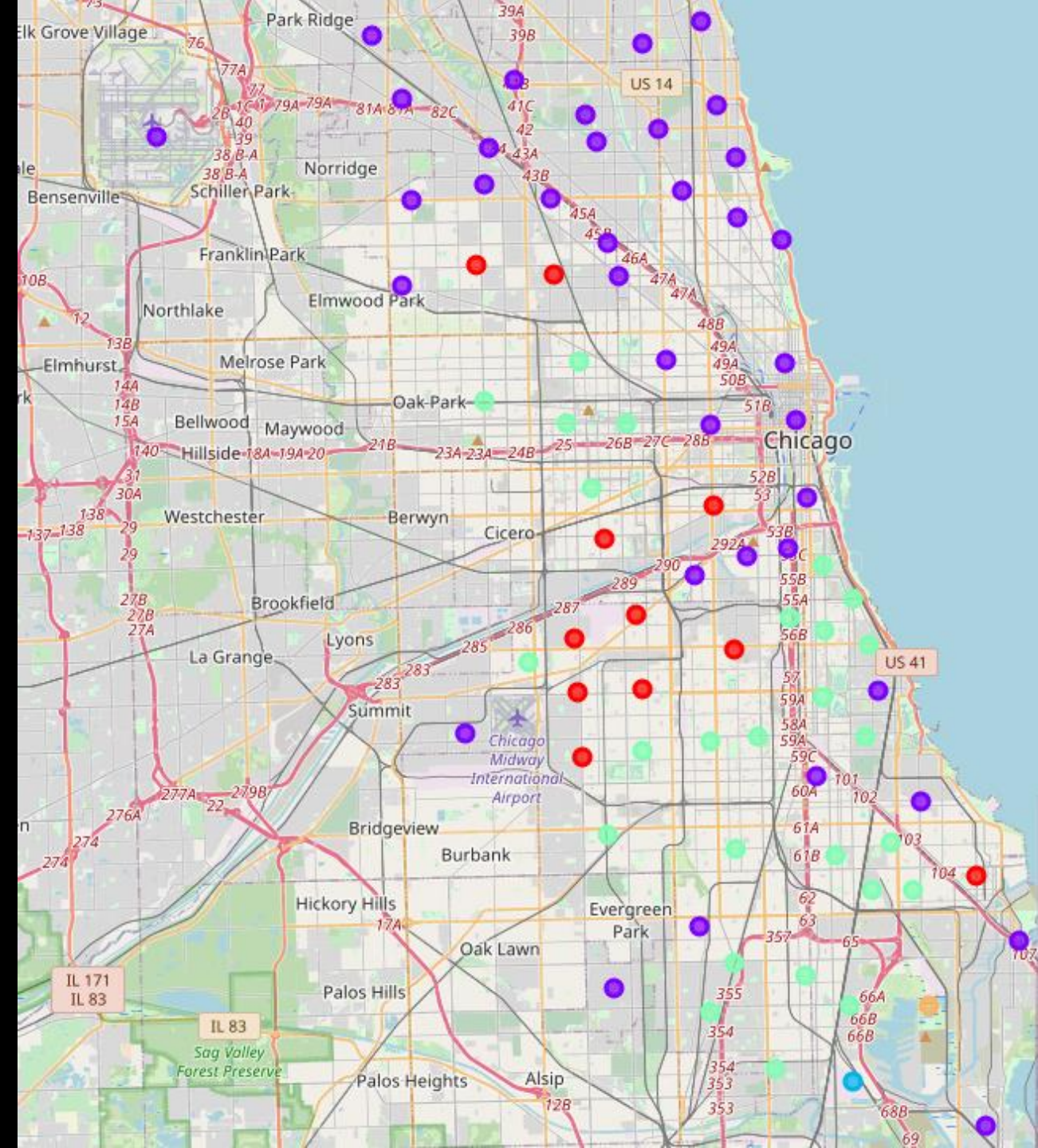
The problem

- We would like to open a high-end Italian restaurant in Chicago
- The market is saturated in some neighborhoods
- Other neighborhoods do not have the income to welcome a pricier establishment
- Italian restaurants would perform best in neighborhoods that are similar to where they have performed well in the past

The Data

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- Data was sourced from the City of Chicago's data portal
 - Supplemental population info came from Wikipedia
 - Venues were pulled from Foursquare

The neighborhoods in purple have similar characteristics and are locations that Italian Restaurants do well in



Results

Lincoln Park is the ideal choice for several reasons:

- Its per-capita income is \$71,551
- If we open here, there will be 22,570 people per Italian restaurant
- The age of its population falls into our target
- The income per person per Italian Restaurant means that people will likely visit

Neighborhood	% Under 18 and Above 64	Per Capita Income	Cluster Labels	Italian Restaurant	Population	Population Per Italian Restaurant	Population Per Italian Restaurant if Opened Here	Neighborhood Income Per Italian Restaurant if Opened Here	Money in Target Age
Lincoln Park	21.5	71551	1	2	67710.0	33855	22570	1.61491e+09	1.2677e+09
Near North Side	22.6	88669	1	5	88893.0	17778.6	14815.5	1.31368e+09	1.01678e+09
Lake View	17.0	60058	1	4	100470.0	25117.5	20094	1.20681e+09	1.00165e+09
North Center	26.2	57123	1	1	35789.0	35789	17894.5	1.02219e+09	7.54374e+08
Near West Side	22.2	44689	1	2	62872.0	31436	20957.3	9.36562e+08	7.28645e+08
Loop	13.5	65526	1	2	35880.0	17940	11960	7.83691e+08	6.77893e+08

Conclusion

Lincoln Park is the clear choice for which neighborhood to open a high-end Italian restaurant.

As a backup, the Near North Side is a good option despite already having the most Italian restaurants of any neighborhood.

Lakeview is as equally good of a choice as the Near North Side

