

I plan to use data collected from the Health Department of Boulder, the current Census data and Foursquare location data in order to recommend locations best suited for a restaurant. As previously mentioned in the background information, there are numerous variables which could result in a restaurant failing. Using the collected data, I intend to determine regions in the city in which the type of food served is desired, to prevent inappropriate segmentation. I then plan to examine the concentration of competition in the viable regions to determine which region is least saturated. Once completed, I plan to geographically breakdown the remaining viable regions based on previous restaurant failure rates, the percentage of homeowners versus renters and the total family income breakdown. After completing the analysis, I would hope to have potential locations suited for a new restaurant.