

The background features abstract, overlapping geometric shapes in various shades of green, including lime green, forest green, and olive green. These shapes are primarily located on the left and right sides of the slide, framing the central text. The shapes have sharp, angular edges and some internal texture or shading.

# New Restaurant San Diego

# Prospect Restaurant Locations

- ▶ New restaurant owners might want to know the prospect locations for opening up new locations of their restaurant
- ▶ Customers that want to know where new restaurants will be appearing so they can eat there.

# Data Acquisition & Cleaning

- ▶ Zillow API for gathering all the neighborhoods within San Diego Metro area:
- ▶ <https://public.opendatasoft.com/api/records/1.0/search/?dataset=zillow-neighborhoods&rows=200&facet=state&facet=county&facet=city&facet=name&refine.state=CA&refine.county=San+Diego>
- ▶ Foursquare Datasets for existing restaurant information for neighborhoods within the San Diego Metroarea:
- ▶ [https://api.foursquare.com/v2/venues/explore?&client\\_id=UUTW1SJMSRNAECWRGCB2YATUROPNRT3KZMBCDUEGMNRT2KAA&client\\_secret=QQFYX4G5WB4NUXCKXVV3MY3DLOVOO2IEYNNYIDPACJO514PF&v=20200311&ll=32.7157,117.1611&radius=500&limit=100](https://api.foursquare.com/v2/venues/explore?&client_id=UUTW1SJMSRNAECWRGCB2YATUROPNRT3KZMBCDUEGMNRT2KAA&client_secret=QQFYX4G5WB4NUXCKXVV3MY3DLOVOO2IEYNNYIDPACJO514PF&v=20200311&ll=32.7157,117.1611&radius=500&limit=100)

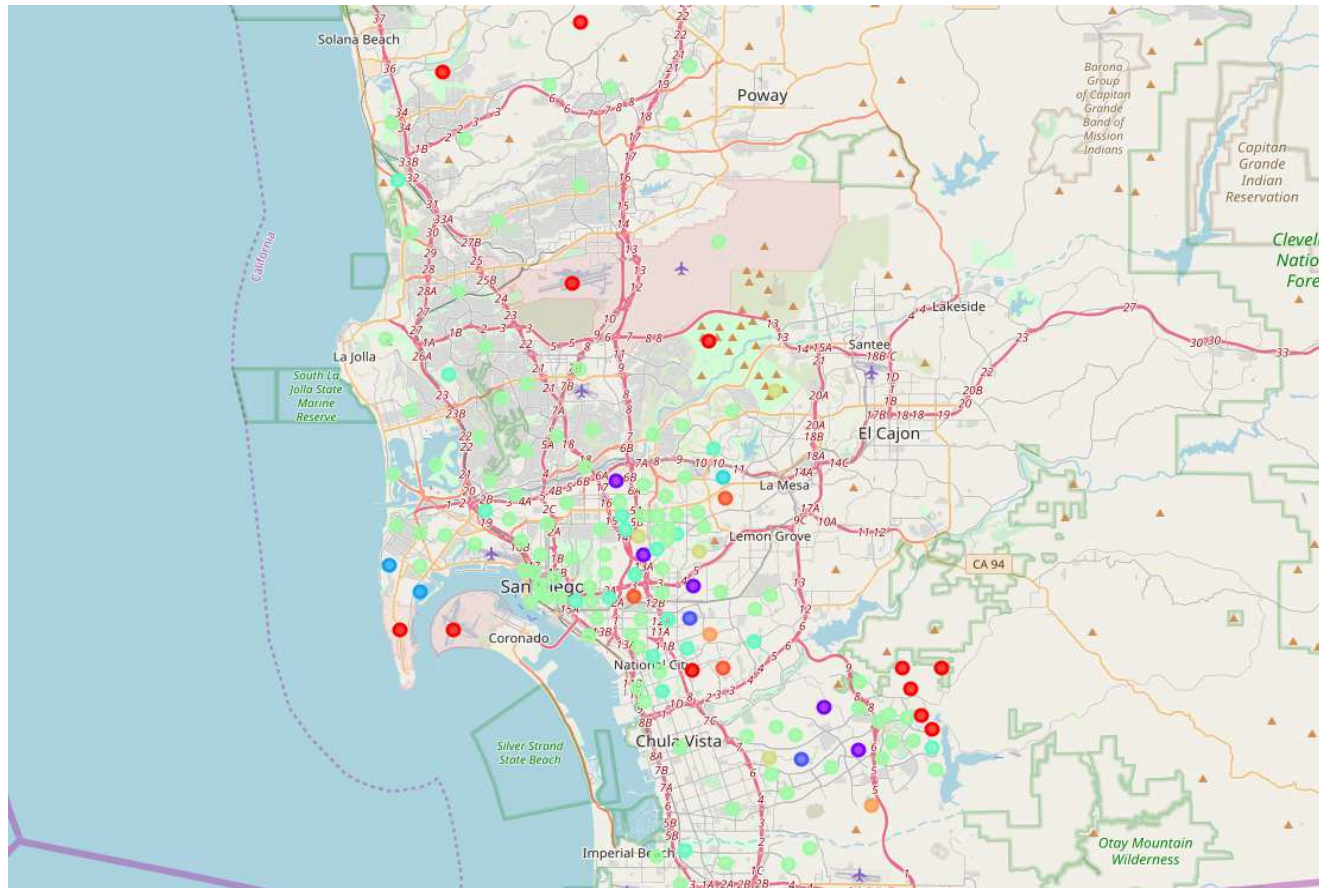
# Feature Selection

	Neighborhood	City	County	State	Latitude	Longitude
0	University Heights	San Diego	San Diego	CA	32.759213	-117.149041
1	Sorrento Valley	San Diego	San Diego	CA	32.899825	-117.188819
2	Midway District	San Diego	San Diego	CA	32.737944	-117.202478
3	Central	National City	San Diego	CA	32.674359	-117.094965
4	Torrey Highlands	San Diego	San Diego	CA	32.968050	-117.159007

(187, 6)



# Cluster Neighborhoods



# Prospective Neighborhoods

	Neighborhood	Cluster Labels	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue
37	Otay Ranch Village 5	1	Park	Pool	Playground	Yoga Studio	Filipino Restaurant
44	Bonita Long Canyon	1	Park	Yoga Studio	Food Service	Exhibit	Eye Doctor
75	Azalea-Hollywood Park	1	Restaurant	Park	Yoga Studio	Filipino Restaurant	Exhibit
79	Robertson Ranch	1	Park	Yoga Studio	Food Service	Exhibit	Eye Doctor
109	Adams North	1	Park	Garden	Yoga Studio	Financial or Legal Service	Eye Doctor
134	Rancho Carrillo	1	Park	Pool	Ethiopian Restaurant	Exhibit	Eye Doctor
157	Emerald Hills	1	Park	Yoga Studio	Food Service	Exhibit	Eye Doctor

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18	La Playa	3	Harbor / Marina	Beach	Yoga Studio	Filipino Restaurant	Exhibit
98	Hedionda Point	3	Beach	Yoga Studio	Event Space	Eye Doctor	Falafel Restaurant
102	Sunset Cliffs	3	Beach	Yoga Studio	Event Space	Eye Doctor	Falafel Restaurant

# Conclusions

- ▶ In this study, I analyzed the relationship between Venues in the Neighborhoods and their data.
- ▶ I identified the Neighborhoods with most competition and least competition and neighborhoods that are in the need for restaurant type establishments.
- ▶ Clusters 1 and 3 neighborhoods are the best for opening a new restaurant.
- ▶ Within these areas there are few restaurants, but more recreational type venues where people gather and migrate to.