IBM Data Science Specialization – Capstone Project

Looking for best place to open a Lebanese restaurant in Los Angeles, US.

By Abbass Hammoud

Introduction:

Problem description and background

Fadi, a Lebanese-American, has been living in San Diego for 12 years, where he runs a family owned restaurant. Since he has been very successful, he is looking to expand his business and opening a new Lebanese restaurant in Los Angeles. LA is a very big city which is home to around 4 million inhabitants. It is considered the heart of the state of California and is a hot spot for tourists and visitors. Since LA is a very diverse city, having an authentic Lebanese restaurant offering fine oriental cuisine would be very appealing to the local population, as well as for visitors.

Since the city is big and has many neighborhoods, Fadi doesn’t know which neighborhood he should pick for the location of his restaurant, in order to maximize his potential of revenues and success. So he calls our data consulting firm to help him figure out the best neighborhood, and avoid the less attractive ones.

Data description:

To look more deeply into the problem, we start by collecting data about the city’s neighborhoods and its population. There are two main groups of people who would be interested in the restaurant and can affect where to place it: the local population, and the visitors and tourists.