Capstone: The Battle of Neighborhoods | Week-1

Introduction:

Assumption: A friend of mine called Freddy is looking to extend his fast food business to Texas, USA. He is already operating within NewYork area and now he wishes to introduce his Fast Food Busines sin Texas Area. Freddy discussed the situation with me and I offered him my services as a Data Analysts. So this project is basically about Freddy's business and how exactly can I portray the true picture in Texas as a whole given a number of its cities especially Houston to begin with as far as the Fast Food Restaurants are concerned.

In terms of Area, Texas is second in USA and with its capital Austin, Houston is the largest city of this state/province with an estimated 2019 population of 2,320,268. There are more than 10,000 restaurants in the Houston area with culinary choices that represent more than 70 countries and American regions. However, our main concern is with the Fast food Restaurants and which specific areas have more of them. The competition in terms of population and number of restaurants will also be an important factor to consider.

Problem:

We need to find solution to following questions;

1. List and visualize the major parts of Houston, Texas where the Fast Food Restaurants are located.
2. Specifying the most convenient location for Fast Food Restaurant
3. Which areas have potential market for a Fast Food Restaurant
4. The Areas which lack Fast Food Restaurants.