**Identifying the best neighborhood in the Dallas Fort Worth (DFW) Area to start a Fast Casual Indian restaurant**

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**Introduction/Business Problem:** I am a an analyst looking to help investors start a fast casual Indian restaurant in the DFW area. Through this analysis I am looking to identify the ideal neighborhood for this purpose.

Background

Fast-casuals were launched in the 1990s with the promise of healthy food prepared with better ingredients than those at fast-food chains. In the last decade, this concept of restaurants have seen significant growth with skyrocketing rents and rising food costs. The slaes number grew from $19 billions (17,300 fast casual retaurants) to $47.5 billion (34,800 fast casual restaurants).

In this US, the fast casual restaurant space has pre-dominantly been dominated by Meixcan and American cuisines (Eg. Chipotle, Shake Shack etc.) . As of 2020, fast casual Indian restaurant are seldom to be found outside the likes of highly populated cities such as New York City and San Francisco.

Being a resident of the DFW area, people are still left with no option but to go to old-school restaurants where the chef dictates what to eat and how to eat it due to the lack of fast casual Indian restaurants in this area. The growth of Chipotlein the last decade is indicative of customers enjoy having the ability to craft their meal by controlling each ingredient that goes into their meals.

We want to provide the citizens of the DFW area with the oppotunity to enjoy an indian meal they created and experience a satisfaction similar to one they would've experienced at restaurants like Chipotle and Shacke Shack. Through this project, we want to identify the best possible neighborhoods to start a fast casual indian restaurant.

Audience

Fast causual restaurants are generally more expensinve than a fast food restaurant and less expensive than a sit down restaurant. The idea described above will resonate with entrepreneurs and businesses who intend to provide the citizens of the DFW area with the ability to craft their own indian mean for a small premium that wouldn't push the costs into a range of what one would pay at an old-school sit down restaurant.

Data

In order to pick the optimal location for starting a fast casual indian restaurant, we will analyse the following data:

* DFW Statistics: Population, Median Age, Median Home Value, Median Household Income, Crime Rates Grade. (Sources: [https://www.bestplaces.net/find/zip.aspx?msa=19100 HYPERLINK "https://www.bestplaces.net/find/zip.aspx?msa=19100&st=tx" HYPERLINK "https://www.bestplaces.net/find/zip.aspx?msa=19100 HYPERLINK "https://www.bestplaces.net/find/zip.aspx?msa=19100&st=tx"& HYPERLINK "https://www.bestplaces.net/find/zip.aspx?msa=19100&st=tx"st=tx" HYPERLINK "https://www.bestplaces.net/find/zip.aspx?msa=19100&st=tx"& HYPERLINK "https://www.bestplaces.net/find/zip.aspx?msa=19100&st=tx" HYPERLINK "https://www.bestplaces.net/find/zip.aspx?msa=19100 HYPERLINK "https://www.bestplaces.net/find/zip.aspx?msa=19100&st=tx"& HYPERLINK "https://www.bestplaces.net/find/zip.aspx?msa=19100&st=tx"st=tx" HYPERLINK "https://www.bestplaces.net/find/zip.aspx?msa=19100&st=tx"st=tx](https://www.bestplaces.net/find/zip.aspx?msa=19100&st=tx) & [https://www.niche.com](https://www.niche.com/))
* Dallas Neighborhoods Latitude & Longitude Data: (source: <https://public.opendatasoft.com/explore/dataset/us-zip-code-latitude-and-longitude/export/>)
* Dallas Higher Educational Institution Data (Colleges & Universities): (source: <https://en.wikipedia.org/wiki/List_of_colleges_and_universities_in_the_Dallas%E2%80%93Fort_Worth_metroplex>)
* Chipotle & Shake Shack Store Counts (Sources: [https://locations.chipotle.com](https://locations.chipotle.com/) & <https://www.shakeshack.com/location/>)
* Number of Eateries & Restaurants (Source: Foursquare API & Yelp Seaches)

Data Explained in Detail:

Population: In order to start the restaurant in a place that ensures a higher probability for foot traffic, we want to narrow our target nieghborhoods to those that have a minimum population of 100,000. We accomplish this my obtaining the population data for nieghborhoods from [www.niche.com](http://www.niche.com/) and then fitlering based on poplation.

Meidan Age: As fast casual restaurants generally include a premium on top of what one would pay at a fastfood restaurant to get a healthy meal, the target population of this fast casual indian restaurant should be young working professionals (20s & 30s) who don't mind paying the premium. We will consider the median age of the population of a nieghborhood when selecting a neighborhood to start the restaurant.

Median Home Value: This is an indicator of the financial well being of the neighboorhood. We want to target a nieghborhood that is financially strong to ensure expsoure to customers who are more likely to pay permiums for healthy foods.

Median Household Income: This is an indicator of the financial well being of the neighboorhood. We want to target a nieghborhood that has medium-high househould incomes amongst its peers to ensure expsoure to customers who are more likely to pay permiums for healthy foods.

Crime Rate Grade: As for most businesses, we would ideally like to target a neighborhood that has zero to no crime.

Number of Educational Insitutions: Students can be potential customers and hence we will look at the number of educational institutions in the area. However, young professionals would have higher preference.

Number of Chipotle & Shake Shack Restaurants: Since Chipotle and Shackshack are fast casual restaurants that have found massive success, we will look at the counts of locations of these restaurants in the DFW neighborhoods as an indicator of demand for fast casual restaurants in the neighborhood.

Number of Eateries & Restaurants: The number of eateries and restaurants in an area could indicate the demand in a neighborhood.