The Battle of the Neighborhoods

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Introduction

- 6 million people visit the National Parks in the state of Utah every year

- The number of visitors increased 17% between 2017 and 2018

- Zion National Park is the most popular National Park in Utah with 4.3 million visitors in 2018.

- This analysis is for stakeholders interested in opening a restaurant in and around Zion National Park

- Mexican Cuisine is one of the most popular ethnic cuisines in the U.S.

Most Popular Ethnic Cuisine in Each State

An analysis of Google Trends data by chefspencil.com

Mexican
Chinese
Thai
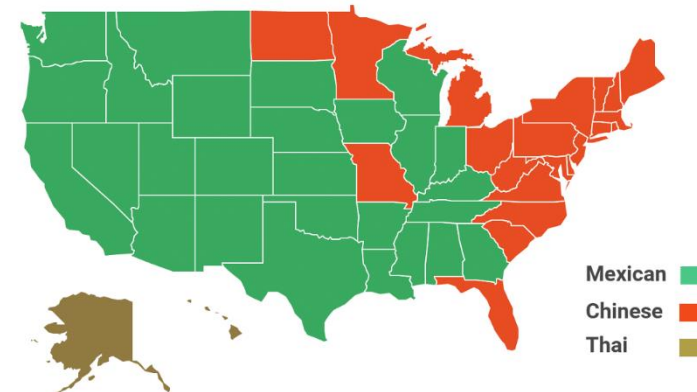
Data

- Cities and zip codes with latitude and longitude supplied from the website: https://www.unitedstateszipcodes.org/zip-code-database/

- Visitor statistics were supplied from a **State of Utah's Travel and Tourism Industry** study performed by the Kem C. Gardner Policy Institute of the University of Utah. https://travel.utah.gov/wp-content/uploads/2019-TTtrifold-Updated.pdf

- Foursquare API was used to provide venue data for Washington County and Kent County, specifically "Food" venues.

Methodology

- Zip Code Data was scaled down to only include cities in Washington County and Kent County

- Foursquare was used to acquire all "Food" venues within 5 miles of all cities within Washington County and Kent County

- Python libraries and coding was used to analyze the data.
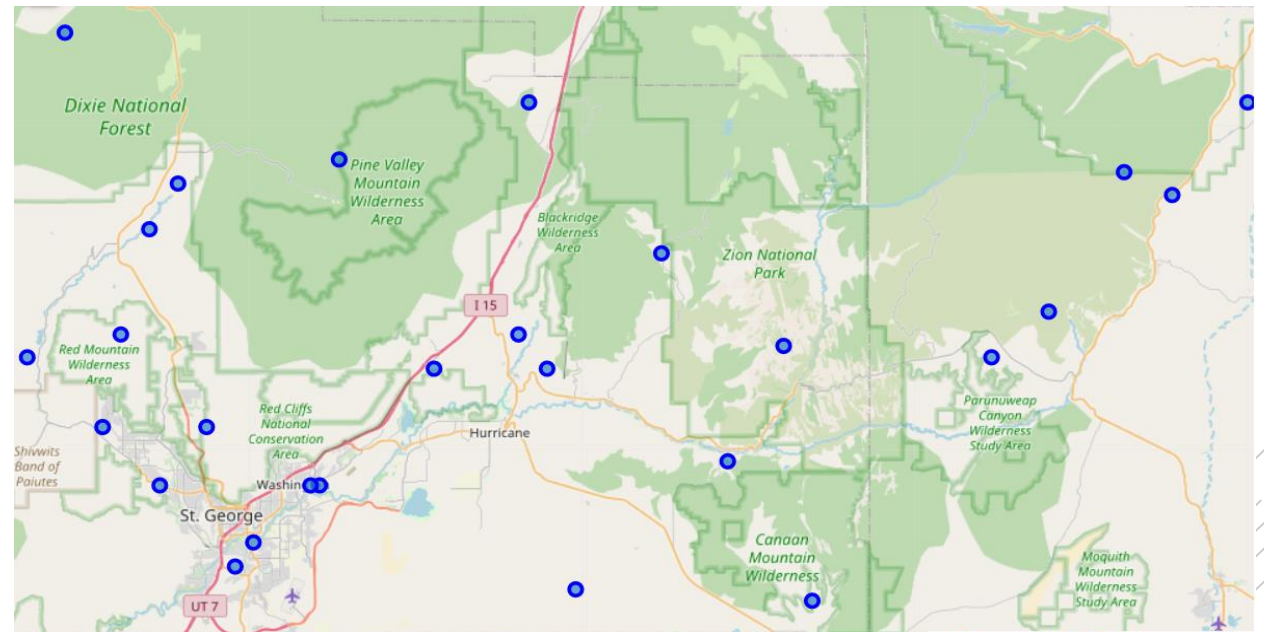
Analysis

- Analysis of the data allowed us to visualize the number of restaurants within cities in Washington County and Kent County.

Restaurants in Washington County and Kenty County
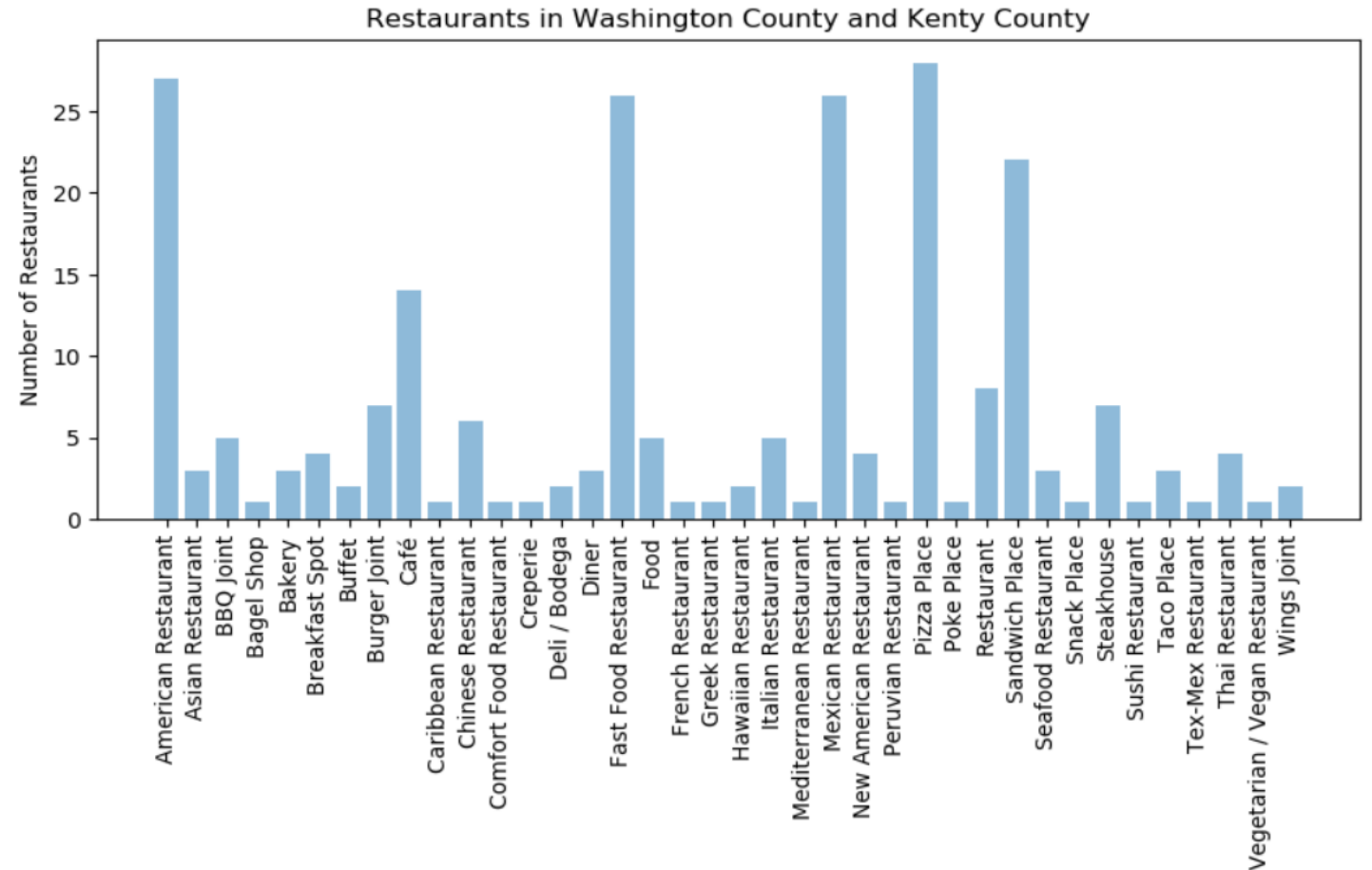
Analysis

- Data Analysis and Machine Learning allowed us to group our cities into clusters based on commonality of restaurants available in each city
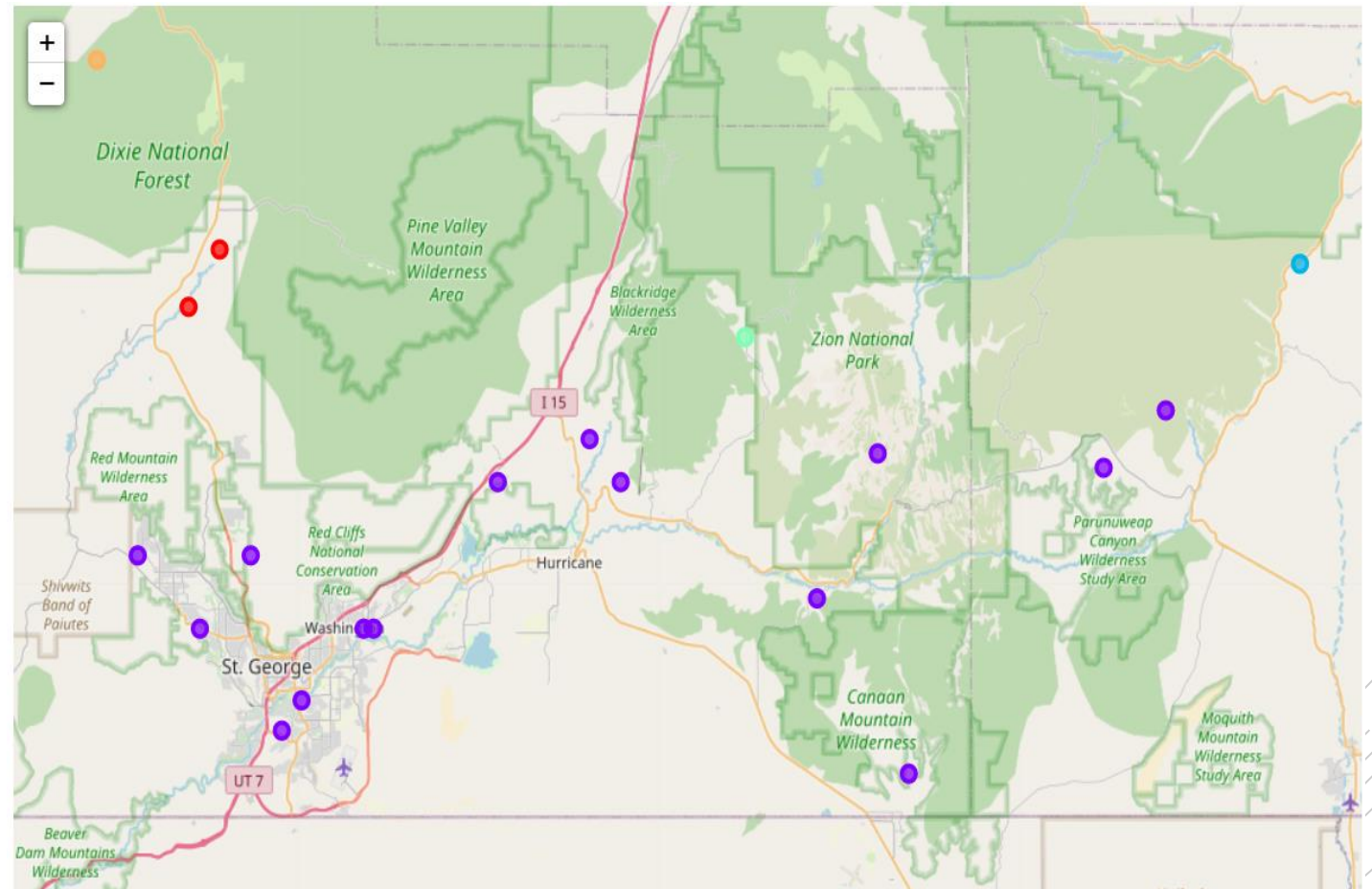
Results & Discussion

- Results of Analysis show many Mexican Restaurants exist in the central location around Zion National Park

- Best Location for a Mexican Restaurant would be in the Northwestern corner of Washington County or the northeastern corner of Kent County

Conclusion

- Opening a Mexican Restaurant around Zion National Park may be redundant.

- There is a shortage of Chinese food restaurants in the area of analysis

- As Chinese Food is the 2nd most popular ethnic restaurant choice in the US, stakeholders may want to consider opening a Chinese food restaurant in the area of analysis.