

# IDENTIFYING LOCATION FOR ASIAN RESTAURANT IN MANCHESTER

OLIVER FIELDING

# BUSINESS PROBLEM

Manchester is one of the fastest growing cities in the world and consequently has a fast growing food and drink scene.

If an individual was attempting to open an Asian restaurant which area within Manchester and what type of Asian restaurant would provide the best opportunity?



# DATA

The primary data source for restaurant data is going to be from Foursquare and will be obtained using an API.

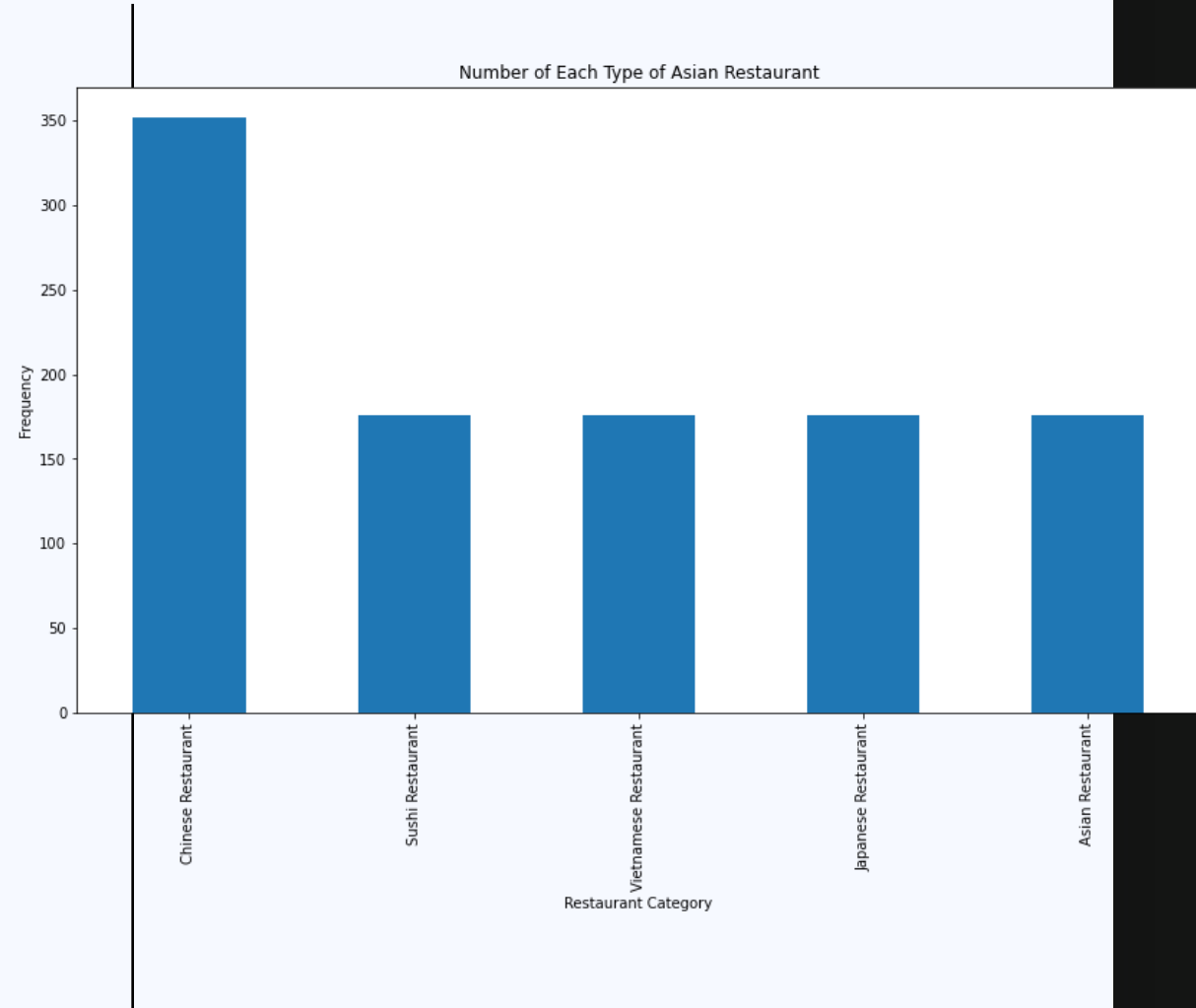
A Wikipedia scraped web page is also going to be used to provide more detailed location data.

Both data frames will be joined to enable data analysis to solve the previously set out business problem.

# BEST CATEGORY?

Chinese restaurants are the most frequent across Manchester

All other Asian restaurant types have fairly similar frequencies across Manchester



# BEST LOCATION/ CATEGORY?



1. The best location within Manchester is the city centre. Chinese restaurants remain the most popular choice throughout each location within Manchester.

# CONCLUSION

It appears that the city centre and the Chinese restaurant may be the best option to a prospective Asian restaurant owner.

However, further analysis would need to be conducted to determine how fierce the competition is in this area, and how successful the already established businesses are.