

Battle of Neighbourhoods Houston

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Introduction:

The city of Houston is most populous city in the United States and in fact it is the 4th biggest cities in United States. It is most diversified as lot of people from different countries live there. It offers many business opportunities for new bees so is competitive. A careful consideration of analysis for the business expansion is so much important as it directly proportional to the cost of the business. The analysis from this report help for the new businesses strategically target the market and help in high return on investment so is low risk.

Description:

Opening a new restaurant can be daunting. There are so many things to consider from choosing the right location to finding the financing to selecting the right name. As location being one of the main factors in opening a new restaurant we will focus on the restaurant business around Houston area in this report.

First step in opening a new restaurant is deciding what type of restaurant it is going to be? Is it a high end fine dining restaurant or casual style dinner or a specific type of cuisine in mind such as French , Italian or Indian. Choosing a restaurant location in a busy area with plenty of foot traffic, or is there enough parking or are there any other restaurants opened or closed in the same spot?

We will focus on number of restaurants which are opened or closed in a particular place and then decide if it is good place to open a new restaurant based on the popular cuisine around that place.

Target Audience:

The objective of this project is to recommend which neighbourhood of Houston is a good choice for a new restaurant business to open.

Data:

We will be using list of Houston Neighbourhood data scrapped from Wikipedia for analysis. There are total 88 neighbourhoods are in Houston. We will find latitude and longitude of each neighbourhood and cluster them according the restaurants present in each neighbourhood fetched from foursquare location data. Then we will make decision examining each cluster of neighbourhoods.

Sample records from Wikipedia.

#	Name	Location relative to Downtown Houston	Approximate boundaries
1	Willowbrook	Northwest	Along Texas State Highway 249 northwest of Beltway 8
2	Greater Greenspoint	North	Around the junction of Beltway 8 and Interstate 45 North
3	Carverdale	Northwest	South of the junction of Beltway 8 and U.S. Route 290
4	Fairbanks / Northwest Crossing	Northwest	Along U.S. Route 290 between Interstate 610 and Beltway 8
5	Greater Inwood	Northwest	North of Fairbanks / Northwest Crossing and east of Acres Home

Then we will find latitude and longitude of each neighbourhood and map to the data frame.

	Neighborhood	Relative_Location	Latitude	Longitude
1	Willowbrook	Northwest, Houston	29.660254	-95.456096
2	Greater Greenspoint	North, Houston	29.944719	-95.416074
3	Carverdale	Northwest, Houston	29.848687	-95.539450
4	Fairbanks / Northwest Crossing	Northwest, Houston	29.852615	-95.506541