

# The Battle of Neighborhood – Chicago

## Introduction

Chicago is the third largest city in population in the United States after New York City and Los Angeles with an estimated population of 2.7 million in 2019. Chicago is also one of the US's most densely populated major cities. Moreover, Chicago has a large and ethnically diverse communities.

The city of Chicago is divided into 77 communities for statistical and planning purposes. Each community has a wide variety of ethnically groups. Moreover, each community contains a lot of diversified flavors of shops and restaurants.

## Problem

If an investor wants to open an American Casual Dining restaurant in one of Chicago communities, which is the best location for a such kind of restaurant?

The locations should be in a place with high traffic of people and low competition from similar kind of restaurants. Also, car parking should be available nearby the restaurant.

Chicago is a big city and choosing the restaurant location will take a lot of time and effort. However, dividing the city into communities and clusters will solve this problem.