**Where to open a restaurant in Tennessee**

**Introduction**

As the global pandemic is cooling off, people are ready to go out to see the world and tourism is looking for have activities back. As a resident, I am looking forward to see the revival of tourism in Tennessee.

Tourism brings in visitors, which bring in revenues to restaurants, hotels, and other consumptions. It also produces little pollutions compared to other industries like manufacturing. Therefore, promoting tourism is always a great way to generate revenue for any state. In particular when people are eager to travel now, it's time to look at how to get a slice of that cake as small business owners who are interested in opening a restaurant!

**Problem**

All the benefits of tourism bring economic growth to the state and its people.

The objective of this project is to analyze places to tour in TN and try to recommend the best location where they can open a restaurant or lodging to make the best use of the opportunity.

**Data**

To tackle this case, the Wikipedia page <https://en.wikipedia.org/wiki/List_of_municipalities_in_Tennessee> will be utilized. Various of python packages will be used to collect, transform the data to provide meaningful recommendations to the future small business owners.

This project will look into regions and cities of the state of Tennessee to help small business owners to find out where is the best place to open restaurant in that will take both local and tourism business.

**Methodology**

The exploratory analysis summarized the state population by region and created bar graphs to look into the state’s population and population density by region. According to the dataset visualization, the west region of TN is the most populated in the state. It’s where bigger and more developed cities are in the state. On top of that, west has great population density. Not only does the region has a lot of people, it also has big number of people per square mile, which is a good indicator for business like restaurant.

Further, to narrow down to the city level, the analysis focused on the west TN and plotted the bar graphs to look at top 5 cities within the west TN by population and population density. The analysis cross-compared the results from the two analyses and noted the city of Memphis stands out. Memphis has the largest population, way more than the next four most populated cities combined, and it also is one of the top 5 cities by population density.

**Result**

The analysis noted the city of Memphis stands out. Memphis has the largest population, way more than the next four most populated cities combined, and it also is one of the top 5 cities by population density.

**Discussion**

Due to the nature of restaurant business, an ideal location is always where we can get most people. Memphis TN is a big city that has a lot of tourist attractions. Opening a restaurant there can capture the local business as well as the tourism business.

**Conclusion**

Within the state of TN, Memphis is the location to open a restaurant.