Opening a restaurant in LBI

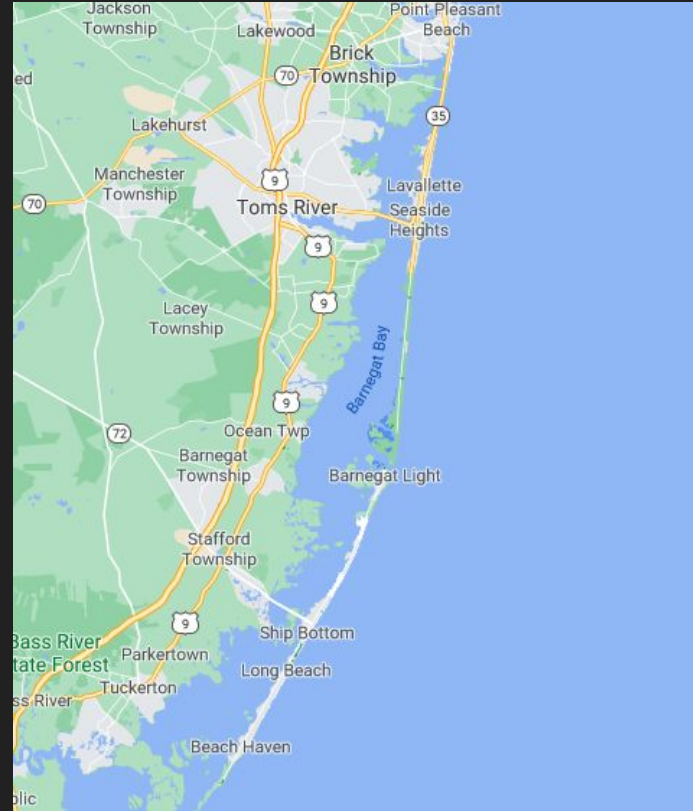## Using Yelp data to inform decision

Opening a restaurant in LBI

Goal: Open a restaurant in the Long Beach Island region of the Jersey Shore

The analysis conducted in this exercise was aimed at addressing the following questions:

- Where specifically should I open the restaurant in the LBI area?
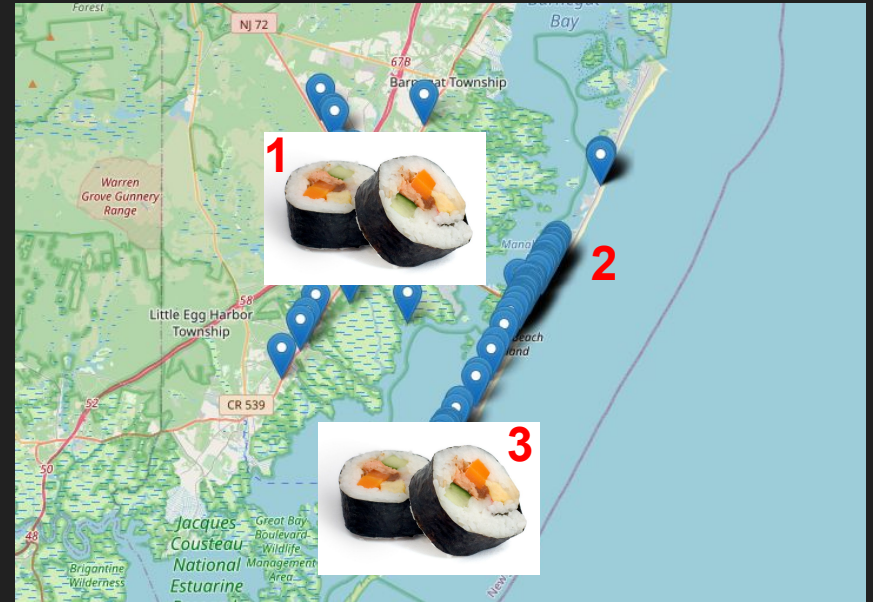- What kind of restaurant should I open?

Summary of analysis

Yelp data was reviewed for existing restaurants in the LBI region including:

- Ratings
- Number of reviews
- Restaurant categories
- Locations

Based on the analysis conducted in this exercise, there is an opportunity to open a **sushi restaurant** in the **mainland** region west of Long Beach Island or on the **southern part of the island.**

Overview of the dataset

Data source

Data was pulled using the Yelp API.

Response Body

```
{
  "total": 8228,
  "businesses": [
    {
      "rating": 4,
      "price": "$",
      "phone": "+14152520800",
      "id": "E8RJkjfdcwgtyoPMjQ_Olg",
      "alias": "four-barrel-coffee-san-francisco",
      "is_closed": false,
      "categories": [
        {
          "alias": "coffee",
          "title": "Coffee & Tea"
        }
      ],
      "review_count": 1738,
      "name": "Four Barrel Coffee",
      "url": "https://www.yelp.com/biz/four-barrel-coffee-san-francisco",
      "coordinates": {
        "latitude": 37.7670169511878,
        "longitude": -122.42184275
```

Restaurants analyzed

200

Breakdown across the LBI region:

- 67 on the mainland
- 65 on the northern part of island
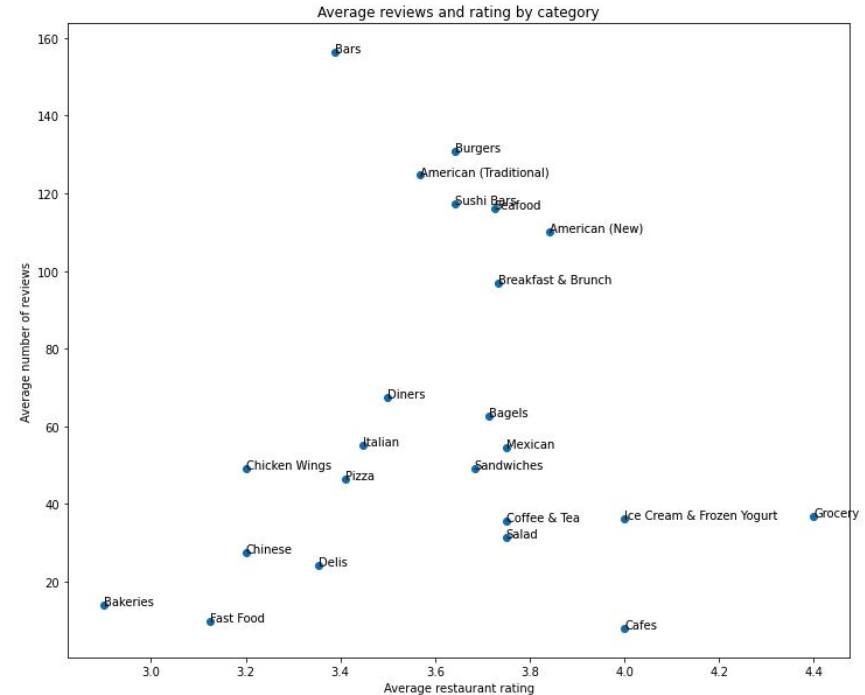- 68 on the southern part of the island

Categories considered

70

1. Seafood
2. Breakfast & Brunch
3. Sandwiches
4. American (Traditional)
5. Pizza
6. American (New)
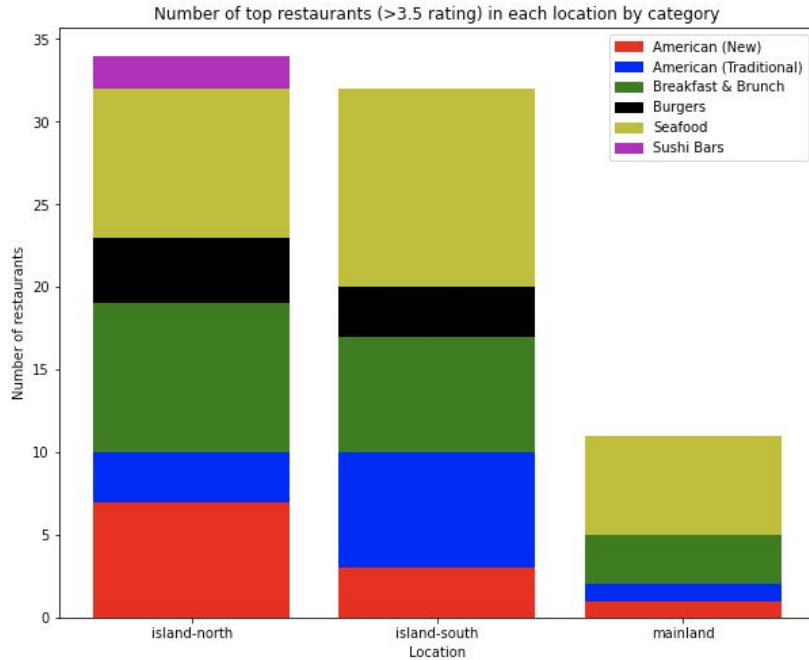7. Italian
8. Delis
9. Mexican
10. Burgers

Deeper dive into the results

- Filtered out categories with less than 5 restaurants in the LBI region (and only considered remaining 23 categories)
- Analyzed average rating versus average review count for each restaurant category
- Selected categories with high ratings and number of reviews to focus on for new restaurant

Average reviews and rating by category

Deeper dive into the results

Number of top restaurants (>3.5 rating) in each location by category

- - Looked at comparison of top restaurants (>3.5 rating) across the three areas of LBI
- - Broke down counts of restaurants by category

Takeaway: There are no good sushi or burger restaurants on the mainland and there are no sushi restaurants on the southern part of the island. This presents an opportunity for a new venture.

Potential future analysis

#1 -

Determine whether to open a sushi restaurant on the mainland or southern part of the island - or a burger restaurant on the mainland.

#2 -

Explore potential for hybrid grocery-store bar idea.