

USING MACHINE LEARNING TO RECOMMEND A LOCATION TO OPEN A JAMAICAN- MEXICAN RESTAURANT IN JAMAICA.

IBM CAPSTONE PROJECT

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INTRODUCTION/BUSINESS PROBLEM

Tourism is a big part of Jamaica's economy and Jamaican cuisine is well known around the world.

As Jamaica seeks to ramp up its efforts in tourism, understanding the local market better is becoming increasingly important. This information will not only aid in identifying the best locations to open new businesses but will also enable the country to better appeal to various kinds of tourist.

This project will focus on identifying and recommending the best town, in Jamaica, for an entrepreneur to open a new 'Jam-Mexican' restaurant.

DATA DESCRIPTION

The data used for this analysis is:

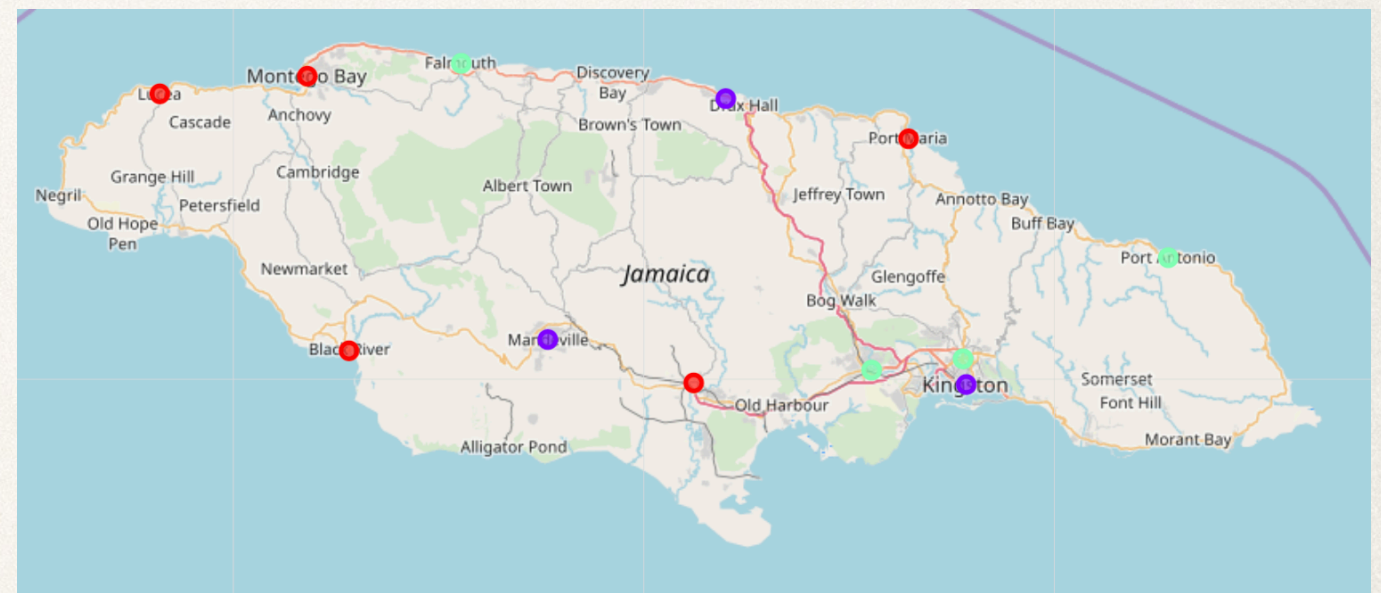
- ❖ A listing of parishes and towns in Jamaica along with their geographical locations.
- ❖ Venue data related to Mexican restaurants using the Foursquare API.

The parish data will be scraped from Wikipedia then the Foursquare API used to identify venues located in each town and their categories.

K-MEANS CLUSTERING

Three clusters were identified as follows:

1. Cluster 0 (GREEN): Parishes with a few specialty restaurants
2. Cluster 1 (PURPLE): Parishes with very little specialty restaurants
3. Cluster 2 (RED): Parishes with plenty specialty restaurants
- 4.



DISCUSSION & RECOMMENDATION

Cluster 1 indicates parishes where there is underserved market for specialty restaurants.

Among these parishes is Jamaica's capital city, Kingston. Though Kingston is a bustling city, with many business travelers, tourists and active locals, the variety of specialty restaurants is still relatively small.

Kingston city is the best option based on this analysis to choose for the new location of a Jam-Mexican Restaurant. It provides a growing market for specialty restaurants and both local, traveling business professionals and tourists alike will be able to locate and travel to the restaurant with ease.