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

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1. Introduction

1.1. Background

Tourism is a big part of Jamaica's economy and Jamaican cuisine is well known around the world. In fact, sampling the Jamaican cuisine is a must for many tourists, particularly epicureans.

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.

1.2. Problem

An entrepreneur wants to share some of their treasured home recipes in a new restaurant since Jamaican influenced Mexican restaurants in Jamaica are limited. As such, finding the right location, which is accessible to both tourists and locals is very important. This project will focus on identifying and recommending the best town, in Jamaica, for an entrepreneur to open a new 'Jam-Mexican' restaurant.

1.3. Interest

The target audience for this analysis is the entrepreneur wanting to open a new Jamaican influenced Mexican restaurants in Jamaica. This analysis will help in identifying the best location to open the restaurant, so it is available to its target clientele.

2. Data acquisition

2.1. Data sources

The list of parishes in Jamaican can be found on [Wikipedia](#). This list will be scrapped into a data frame using python and the geographical locations found using the geocoder package. The Foursquare API will then be used to obtain the venues data for each of these parishes.