

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. 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.

This project will focus on identifying and recommending the best town, in Jamaica, for an entrepreneur to open a new 'Jam-Mexican' restaurant. The entrepreneur, wants to share some of their treasured home recipes in their 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.

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.