Predicting the Characteristics of Trending Restaurants

Katherine Ann Willyard

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1. Introduction

Many restaurants fail within the few years of their opening. For example, according to Business Insider, 80% of New York restaurants close within their first five years. However, potential restaurant owners can reduce the likelihood of their failure by using geographic data on successful restaurants in their city. The purpose of this project is to provide potential New York City restaurant entrepreneurs recommendations on where and what type of restaurants they should open by looking at the relationship between trending restaurants, their characteristics, and the characteristics of surrounding top vendors. This information is important for entrepreneurs to decide where and what type of restaurants they should develop in New York City.