

Predicting the best location to open a Restaurant in London

Kanishk Chauhan

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1. Introduction

1.1 Background

Thousands of people dream of starting and owning a successful restaurant. Starting a restaurant business is no less than a herculean task. In a market where everybody wants to open a restaurant there are few things which restaurateurs have to keep in mind before starting up the business which includes cuisine, ambience, quality, services and location. In almost every case the path to entrepreneurial success starts with choosing the right location for their new restaurant.

Choosing a happening place could help restaurateurs keep an upper hand in the market. A happening place would grant you with happening consumers. Not everyone belongs to everywhere. Same, not every place is for restaurant. It is really difficult than some people think it might. A place could take you to the heights or could even turn into dud. Like, how would you reach to the consumers if it's not in the right place? No consumers mean No business. It is as straight as that.

1.2 Problem

Clearly choosing the right location to start a restaurant is not easy, though, since every year thousands of restaurants fail. But some don't, even for first-time restaurant owners. This project aims to recommend locations in London with which offer good prospectus for starting and running a restaurant successfully. The key word, of course, is "successful".

1.3 Interest

Audience interested in the output of this project would include entrepreneurs looking to start a new business specifically restaurant in the city of London. This would also provide information to certain extent to the individuals looking for exploring the neighbourhoods of London.

2. Data

For this project we would primarily use Foursquare location data. Foursquare is a technology company that built a massive dataset of accurate location data. Foursquare powers location data for Apple Maps, Uber, Snapchat, Twitter and many other. We will use Foursquare

location data, for example, for getting popular venues like train station, gym, park, hotels, etc. for the neighbourhood we are exploring in London.

For leveraging Foursquare we first need to create a free developer account. Once the account is created we are provided with unique client-id and client secret id which can be used to make requests to extract location information from Foursquare. Though there are some limits on requests made per day, the current limit is sufficient for the purpose of this project.

We will also use location data present in 'geonames.org' website to extract coordinates of diverse neighbourhoods in London. This website is very useful and has coordinates information for almost all countries in the world.