



New Korean Restaurant Location among 5 major cities in Midwest

Where should I open a new restaurant?

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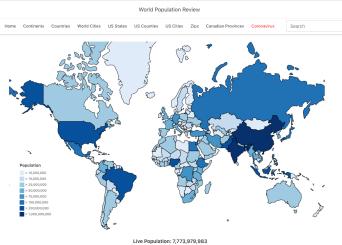
Introduction

- Candidates
 - Five Cities in Midwest
 - St. Paul
 - Chicago
 - Indianapolis
 - Detroit
 - Columbus
 - Want to choose a city with lowest competition among Korean Restaurants

Data



- Four Square API
 - Numbers of Korean Restaurants
 - Locations of Korean restaurants
- World Population Review
 - <https://worldpopulationreview.com/>
 - Asian Populations for each cities
 - Land areas of each cities



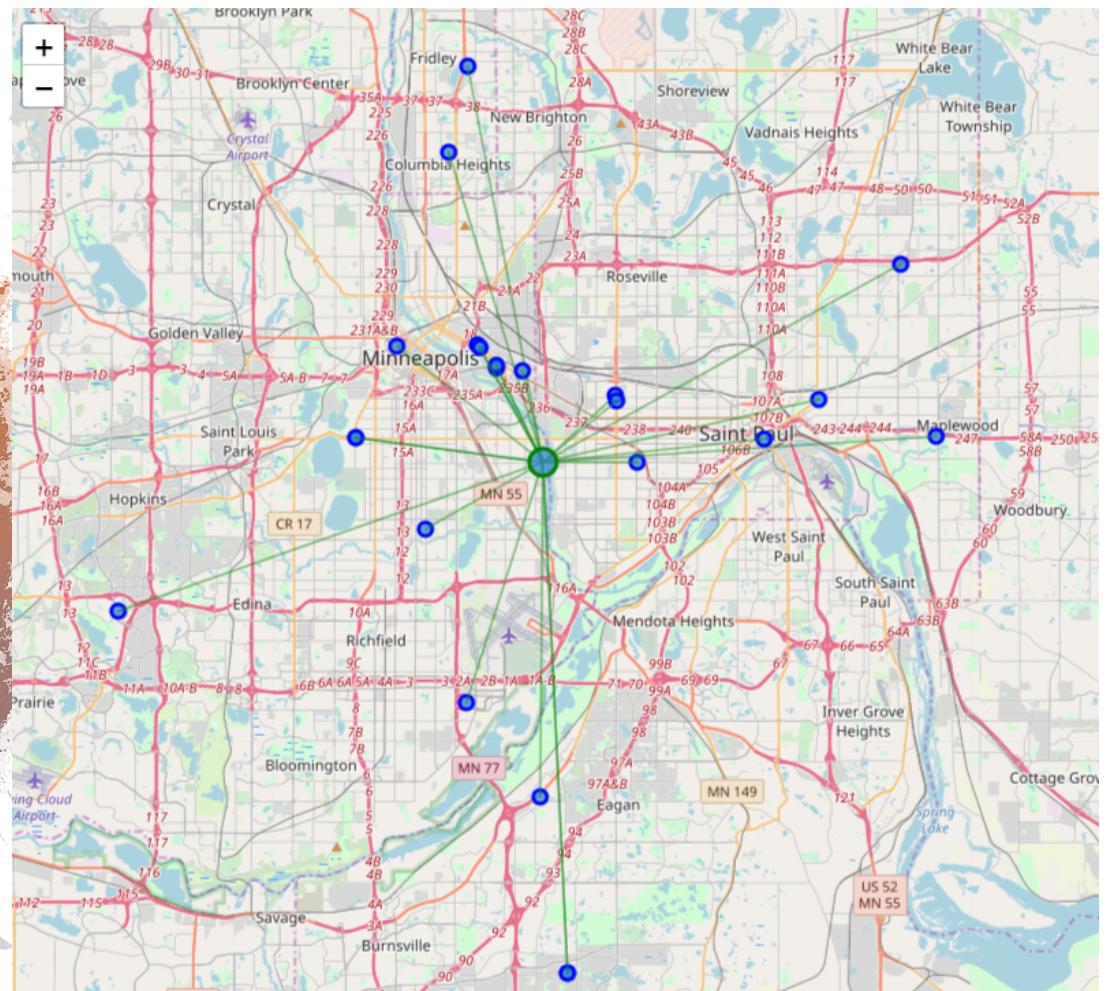
Measures of Low competition

- Distance Score
 - Average Distance from the center / Area
 - High average distance means wider spread over
 - But, it depends on how big the city is
- Population Score
 - Number of people per restaurant
 - High number of restaurant in a city can means high competition only if there are the same number of potential customers.

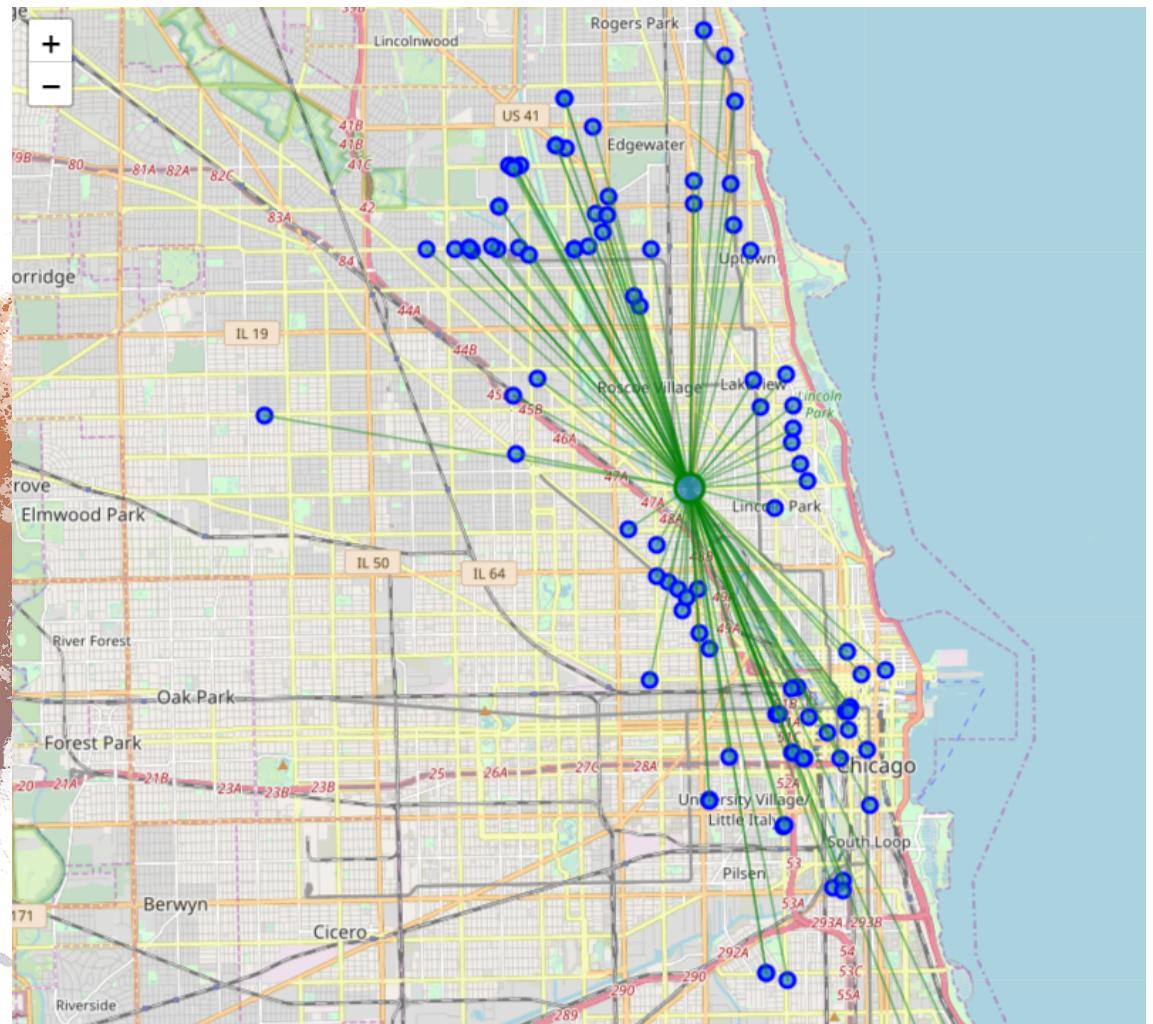
Results – Table

City	Numbers	AverageDistance	AsianPopulation	LandArea	Distance_Score	population_score
St. Paul, MN	23	0.104295	55669	134.61	0.000775	2420.39
Chicago, IL	123	0.056442	175109	588.81	0.000096	1423.65
Indianapolis, IN	11	0.124167	27717	948.96	0.000131	2519.73
Columbus, OH	21	0.091155	49616	566.18	0.000161	2362.67
Detroit, MI	22	0.145858	10659	359.28	0.000406	484.5

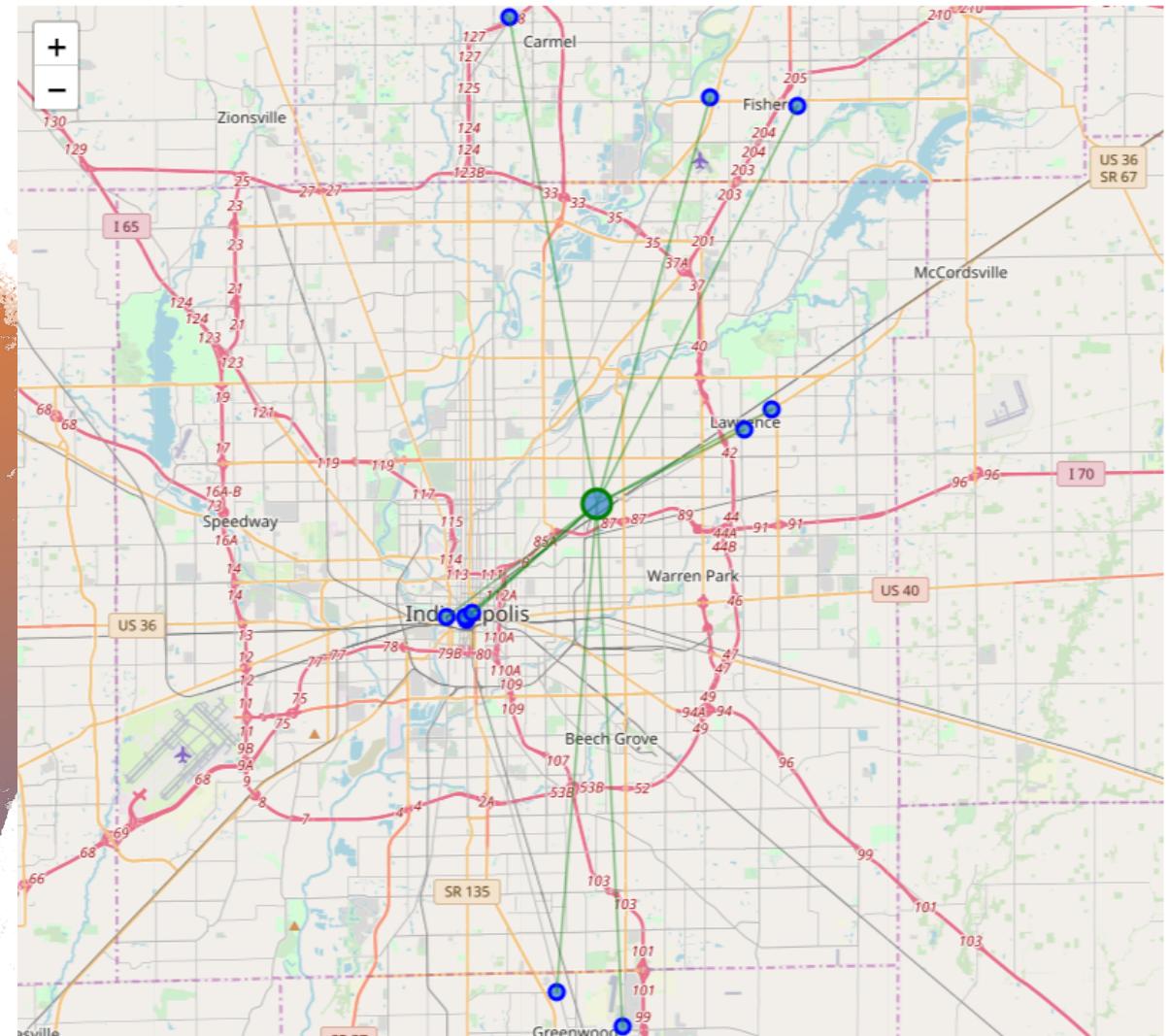
Korean Restaurants in St. Paul



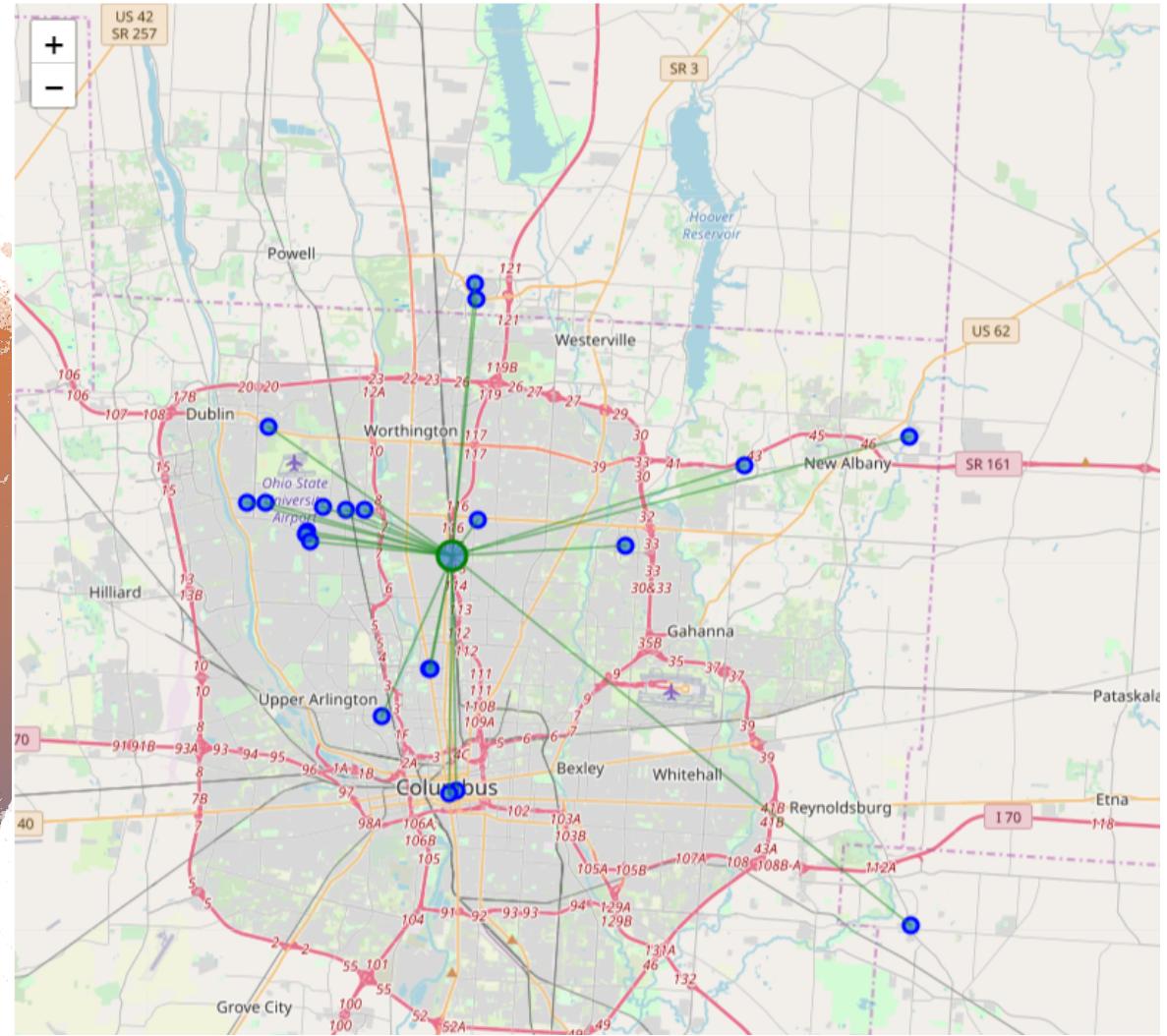
Korean Restaurants in Chicago



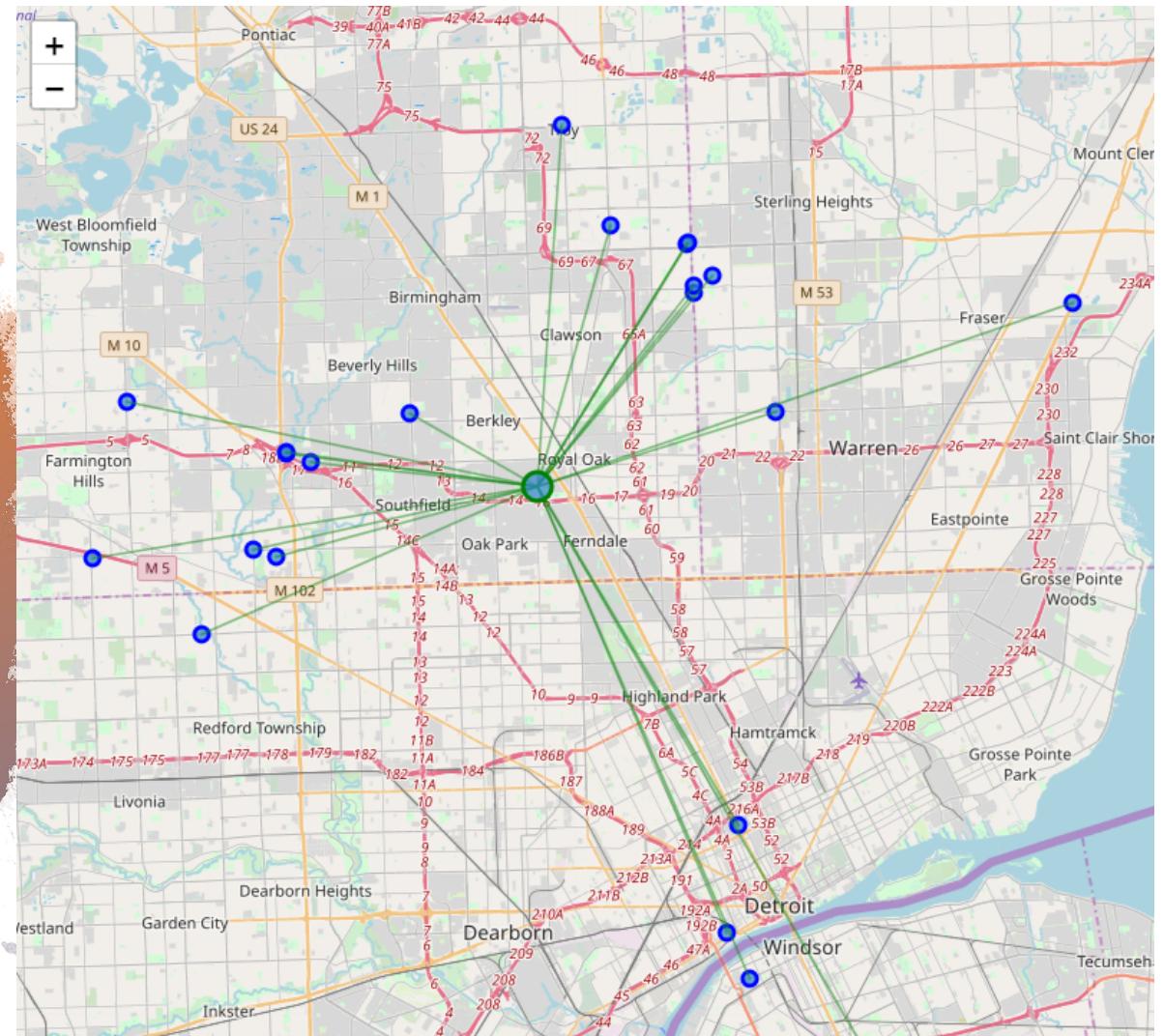
Korean Restaurants in Indianapolis



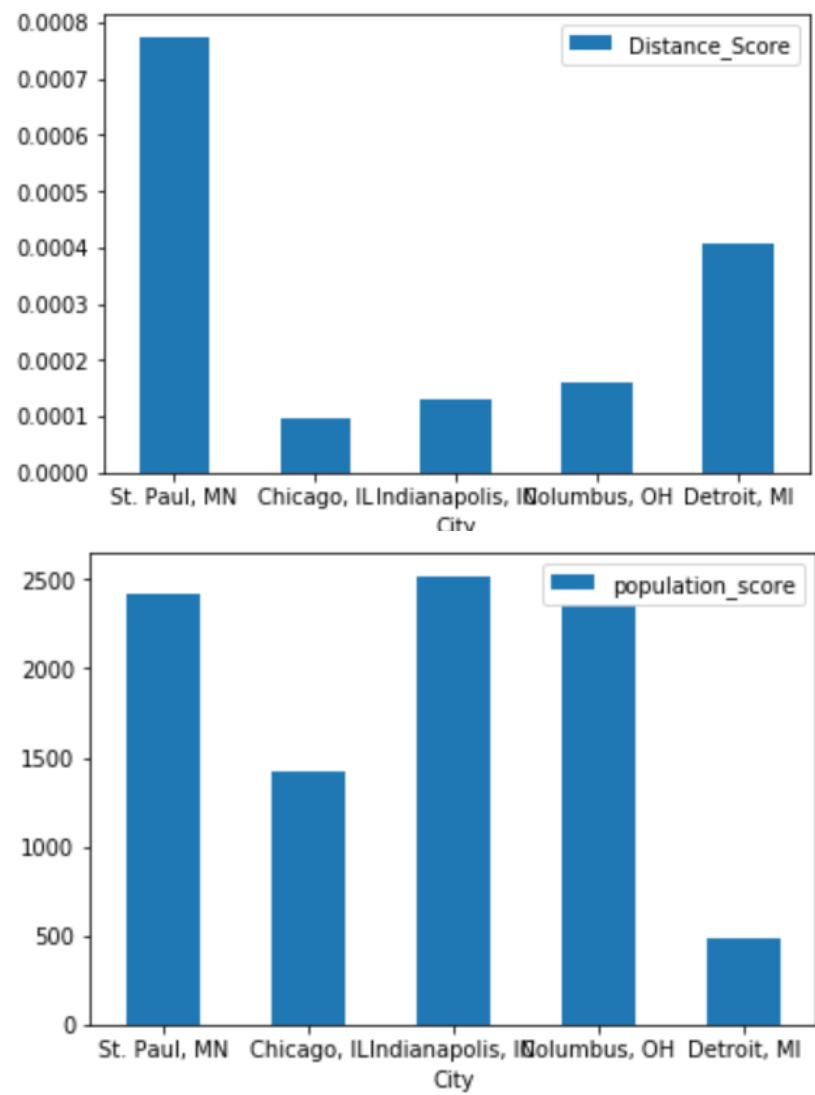
Korean Restaurants in Columbus



Korean Restaurants in Detroit



Comparisons of Competition Measures



Conclusion

- The Best city – St. Paul
 - Distance score
 - St. Paul dominates the others
 - Population score
 - St. Paul is the second by less than 5% gap