

# Capstone Project - The Battle of Neighborhoods

## Location Analysis for Opening a New Restaurant in Cleveland

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<https://www.timeout.com/cleveland/things-to-do/best-things-to-do-in-cleveland>



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## 1. Introduction

### Business understanding

**Introduction** Greater Cleveland area is a fast-growing metropolitan area in northeast Ohio. Its 3.5 million residents make it one of the largest Ohio metro in giant Great Lakes Megalopolis. It is fast-growing fast because of the top-ranking universities, major healthcare systems and hospitals, and the balanced work-life lifestyle. The world-class museums and attractions draw approximately 2.5 million visitors annually. Therefore, it is a great place to start a new restaurant. Utilizing the analytic approach to conduct a market analysis is a great start.

**Project objectives:** Find a neighborhood with the population, household income, and lifestyle for starting a successful restaurant.

**Targeted Audience:** People who want to start a new restaurant in the greater Cleveland area.

**Problem:** Needs to be in a go-to neighborhood if people want to eat out and also have regular customers to support the business.

**Clear Question:** How to find the optimal location for the restaurant?

