# Where to open a mid-range Restaurant in the suburbs of North Dallas

There is a saying in Marketing that states that the three most important aspects for a retail business to be successful are: location, location, location. While it is true that customer visits to any retail shop will very much dependent on being in right place: well communicated, nice neighborhood and proximity to other retail business or shopping centers, the reality in North Dallas is a bit different.

Unlike most European or some US cities where there is public transport and neighborhoods are designed to be “walkable”, the suburbs in North Dallas are 100% car defendant. Distances from houses and shopping centers or business are very large and people need, most of the times, a car to move around. Commercial centers are designed to cluster a number of business (restaurants, grocery stores, shops) and have large parking lots so customer can park their cars with no issue. With that in mind, the problem of finding a good spot for a restaurant, will not be so dependent on the actual distance from the houses or offices as you will have to get there by car anyway.

The geographical areas covered in this study will be Plano, Frisco and McKinney. These cities are located in the North of Dallas and have been growing economically in the past decades, which made them good candidates to place a restaurant. For this project, the factors that will play a role in determining the ideal location for a midrange Restaurant are the following:

1. Proximity to other successful midrange restaurants will represent competition and will influence negatively the location
2. Proximity to other businesses (groceries, shops, etc) or low range restaurants are regarded as non competition and therefore a positive influence as they will generate customer traffic to the spot.
3. Population density: the more population residing at a reasonable distance from the restaurant, the more chances to convert to customers
4. Population affluency: the higher household income, the more disposable money to spend in a good middle restaurant. Since fine dining can be considered a non essential expenditure, average income in the area plays a role too.

Data regarding points 1. And 2. can be obtained through Foursquare with any level of granularity and will be used to get information about restaurants and businesses in a given location. For points 3. and 4. there is no available source of information that can provide average income or population with any level of granularity. However, there are some sources that provide demographic information at zip/suburb level. These sources will be used to gather data about points 3. and 4:

1. [https://www.zip-codes.com/](https://www.zip-codes.com/city/tx-plano.asp) lists the zip codes that belong to the cities in scope:
   1. Plano <https://www.zip-codes.com/city/tx-plano.asp>: 75023, 75024, 75025, 75074, 75075,75093
   2. Frisco <https://www.zip-codes.com/city/tx-frisco.asp>: 75033, 75034, 75035, 75036
   3. McKinney <https://www.zip-codes.com/city/tx-frisco.asp>: 75069, 75070, 75071, 75072
2. <https://www.bestplaces.net/> provides population and income by zip code
3. [https://www.census.gov/](https://www.census.gov/quickfacts/fact/table/planocitytexas/PST045218) provides official data about demographics at city level

These sources are combined into one file with all the relevant information zip code (zip-data.csv) and one file with information at city level (city-data.csv)