**Opening a Food Outlet in Harare, Zimbabwe**

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**IBM Applied Data Science Capstone Project**

# Introduction

Harare has quite a few number of restaurants which includes Chinese, Indian, Western and Traditional. The restaurant business provides a good business opportunity considering that Harare is home to approximately 1.5 million people. Opening a new restaurant requires serious consideration and there are a lot of factors to consider, which might be very complicated sometimes. Particularly, the location of the place is one of the most important decisions that will determine the success of the business.

**Business Problem**

The objective of this capstone project is to analyze and select the best neighborhood in the city of Harare to open a new food restaurant. Using data science methodology and data collected through the Foursquare API, this project aims to provide solutions to answer the business question of what would be the best neighborhood to open a restaurant in Harare

**Target Audience of this project**

This project is particularly useful to investors and entrepreneurs looking to open or invest in new food restaurant places in Harare. These stakeholders have a vested interest in responding to market demand by making data driven decisions. This project explores some of data insights with respect to location

**Data Description**

This section describes the data sourced for this project. The following data is required;

* List of Suburbs/ Neighborhoods in Harare.
* Latitude and longitude coordinates of those suburbs.
* Venue data, particularly data related to food outlets places, nearby universities, schools and offices.

**Sources of data**

Neighborhoods data will be obtained as a csv file with a list of names of neighborhoods in Harare. I could not scrap the data from the internet because there is no available complete information data o Harare neighborhoods. Venues will be retrieved using Foursquare API.

**Methodology**

Geographical coordinates of the neighborhoods i.e. Longitudes and Latitudes will be obtained using Open Street Map API. Foursquare API will be used to get the venue data for those all the neighborhoods. Foursquare API will provide many categories of the venue data, we are particularly interested in the restaurant places, universities, schools and offices categories in order to help us to solve the business problem put forward. This is a project that will make use of many data science skills i.e. working with API, data wrangling, and map visualization. The best location will be selected based on the weights give to each category.