Project Analysis

Presentation

24Slides

Introduction/Business Problem

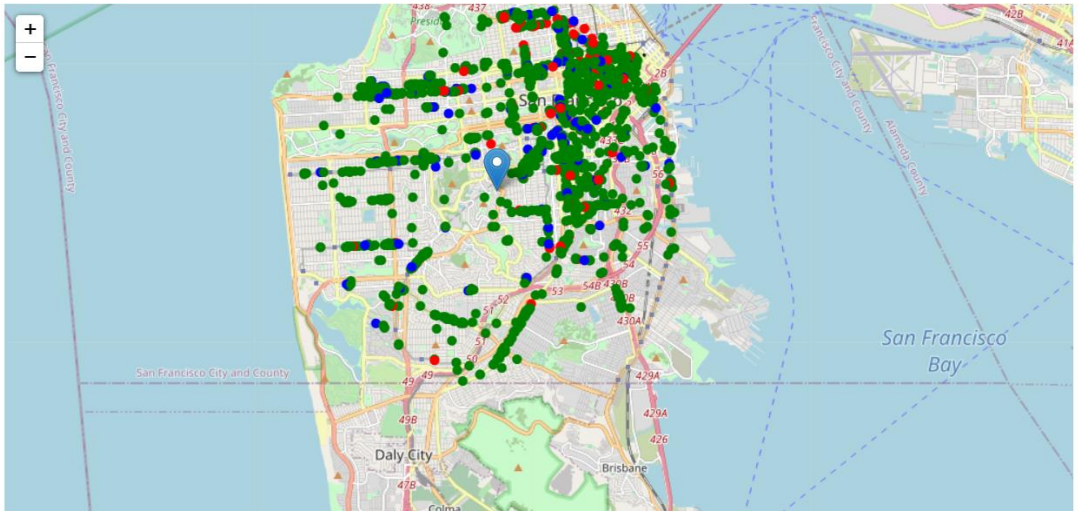
- As of 2020,City of San Francisco has the highest salaries, disposable income, and median home prices in the world at $1.7 million, as well as the highest median rents. San Francisco Bay Area in Northern California serves as a global center for high technology, innovation, venture capital, and social media.
- **Business Problem**
- Given high median rents and salaries, San Francisco will attract lot of people expecting good food and entertainement. The high consumer spending capacity calls for need of niche and high quality product experience. This will open opportunities for entrepreneurs to setup a restuarant/food chain.
- **Suitable Restaurant and Location**
- Since lots of restaurants exist in San Francisco, we will try to detect locations that are not already crowded with restaurants. We are also particularly interested in areas with no Italian or sushi restaurants in vicinity. We would also prefer locations as close to city center as possible, assuming that first two conditions are met.
- **Target Audience**
- Anyone looking to open a restaurant in San Fransisco Bay area. The objective is to locate and recommend to the target audience which neighborhood of San Francisco city will be best choice to start a itlaian/sushi restaurant.

Data

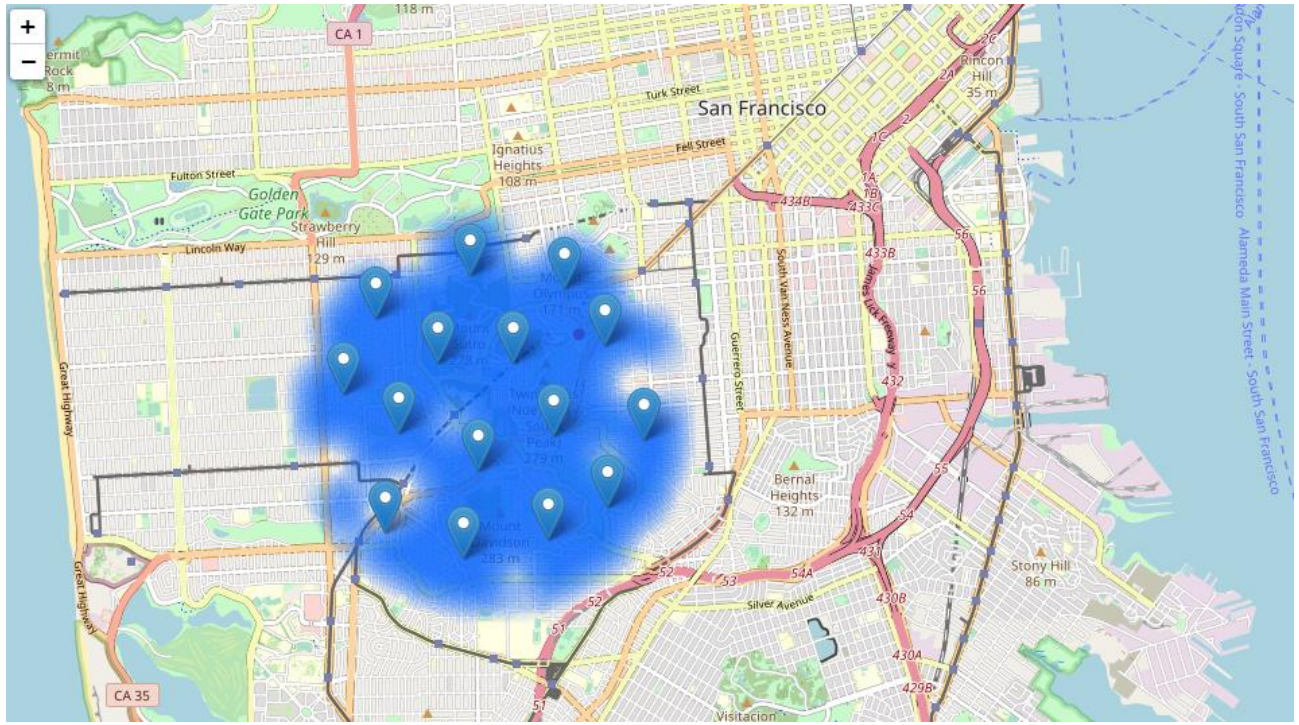
- Boroughs and Neighbourhood data
- Google Maps API
- Restaurants and Profile data – FoureSquare

Methodology

- Focus on restaurants in San Francisco center – Corbett Ave
- Calculate restaurant density
- Cluster the areas based on restaurant density and profiles



Results


San Francisco
Golden Gate Park
Strawberry Hill 129 m
Ignatius Heights 108 m
Rincon Hill 35 m
Bernal Heights 132 m
Stony Hill 86 m
Fulton Street
Lincoln Way
Turk Street
Fell Street
Great Highway
Guerrero Street
Silver Avenue
CA 1
CA 35

Conclusion

- Final decission on optimal restaurant location will be made by stakeholders based on specific characteristics of neighborhoods and locations in every recommended zone, taking into consideration additional factors like attractiveness of each location (proximity to park or water), levels of noise / proximity to major roads, real estate availability, prices, social and economic dynamics of every neighborhood etc.