Analyzing the best location for a new restaurant

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Introduction

The restaurant industry is difficult to succeed in. Aside from the operational challenges, there are two external factors that are required to survive:

1) Regular foot traffic
2) An underserved population that they can address

Foot traffic may come from locals and tourists visiting other nearby venues, from the people that live in that neighborhood, or in some cases: a busy work center/industrial area

A well organized restaurateur will know their particular cuisine style, price range, and desired target customers. A target customer in this case can be defined as underserved if there's a lack of other options that serve this restaurant's style, price, and theme (ie, an italian restaurant in little Italy will have a hard time differentiating itself)

Business Explanation

The restaurant in mind for this study is a new Hong Kong style cafe, modeled after one of my favorite restaurants in Boston : Double Chin Cafe

This restaurant caters to a younger crowd, mostly in their 20's and 30's. Their menu serves fast, cheap, and delicious eats with an emphasis on regularly creating fun dishes.

Their late-night menu begs for them to be the last stop after a long night on the town. The target customer is groups looking for something to eat in between visiting art shows, concerts, bars, and other big social events.

Business Problem

The issue here is, we don't know where the restaurant should be located. The owners had success with their first restaurant in Chinatown, but the crowding of other places serving similar fare made it extremely difficult to stand out.

Aside from Chinatown, the owners don't know where else to look. They need a neighborhood with a steady stream of customers visiting other nightlife options, with hopefully not too many other Chinese/Asian fusion restaurants in the area.

Can we use publicly available data to source potential new locations for their restaurant?