

# **Determining the best place to open a restaurant in Yaoundé, Cameroon**

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## **Introduction**

Yaoundé is a bustling city and the political capital of Cameroon. Located in the heart of the country, in Cameroon's central region, it has a population of approximately 1.3 M of inhabitants. Opportunities abound for a city of Yaoundé's size, especially when it comes to opening restaurants.

A very important question to answer is: "Where is the best place to open a restaurant in Yaoundé?"

In this project we will aim to determine the best place to open a restaurant in the city. We will target Neighbourhoods with high foot traffic to restaurants as well as areas with the most tips to guide our decision. Such a project will be of interest to restaurateurs in the city because location is an important factor when deciding to open a restaurant.

## **Data acquisition and cleaning**

We will use data from Foursquare with the location as the city of Yaoundé.

## **Methodology**

Several queries were made into foursquare to obtain location data, venues data and point of interests by using credentials that were created in foursquare.

### **1. Determining existing restaurants in the city**

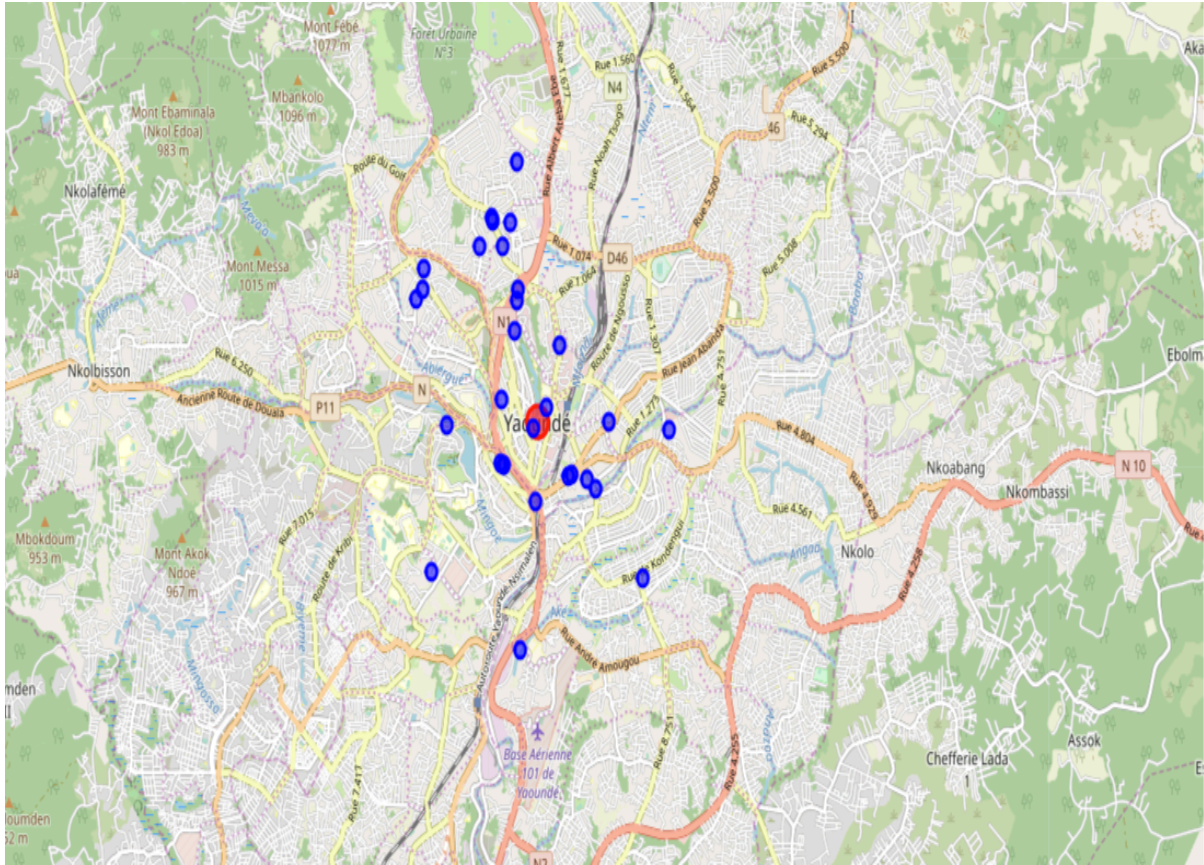
Queries submitted to foursquare to determine 30 restaurants located at a 10 km radius of the city centre produced the following result.

Table 1 Restaurants within 10 km of the city centre

0	Le Pachy Restaurant
1	Ô Vive Restaurant-by-the-pool
2	Restaurant Mont-Rouge
3	Restaurant la cabane
4	Restaurant Top Model
5	Restaurant Sawa
6	Restaurant Sawa
7	Restaurant le Premium
8	Restaurant africain Salamalekoum
9	Restaurant de l'Unité
10	Le Safoutier Buffet-Restaurant
11	Restaurant La Fraternité
12	Restaurant Boukarou
13	Restaurant Cercle vert
14	Restaurant le Viaduc
15	Restaurant Fa-Bih
16	Restaurant Mandarine
17	Restaurant Chez Wou
18	Restaurant Chez Maman Helene
19	Restaurant "Makom.,les amis" (essos)
20	restaurant Lee
21	Restaurant Istanbul
22	Restaurant chinois Bastos
23	Restaurant de Fouta
24	Restaurant Santa Lucia
25	Restaurant Saveur
26	Restaurant Le Majesty
27	Restaurant Manuba "ERU HOUSE"
28	Mahima Restaurant
29	Restaurant Le Dauphin
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The next step is to visualize on a map the location of the restaurants. In the following visualization, the blue dots represent the restaurants.

Table 2 Visualisation of restaurants in the city



## 2. Determining the point of interest in the city:

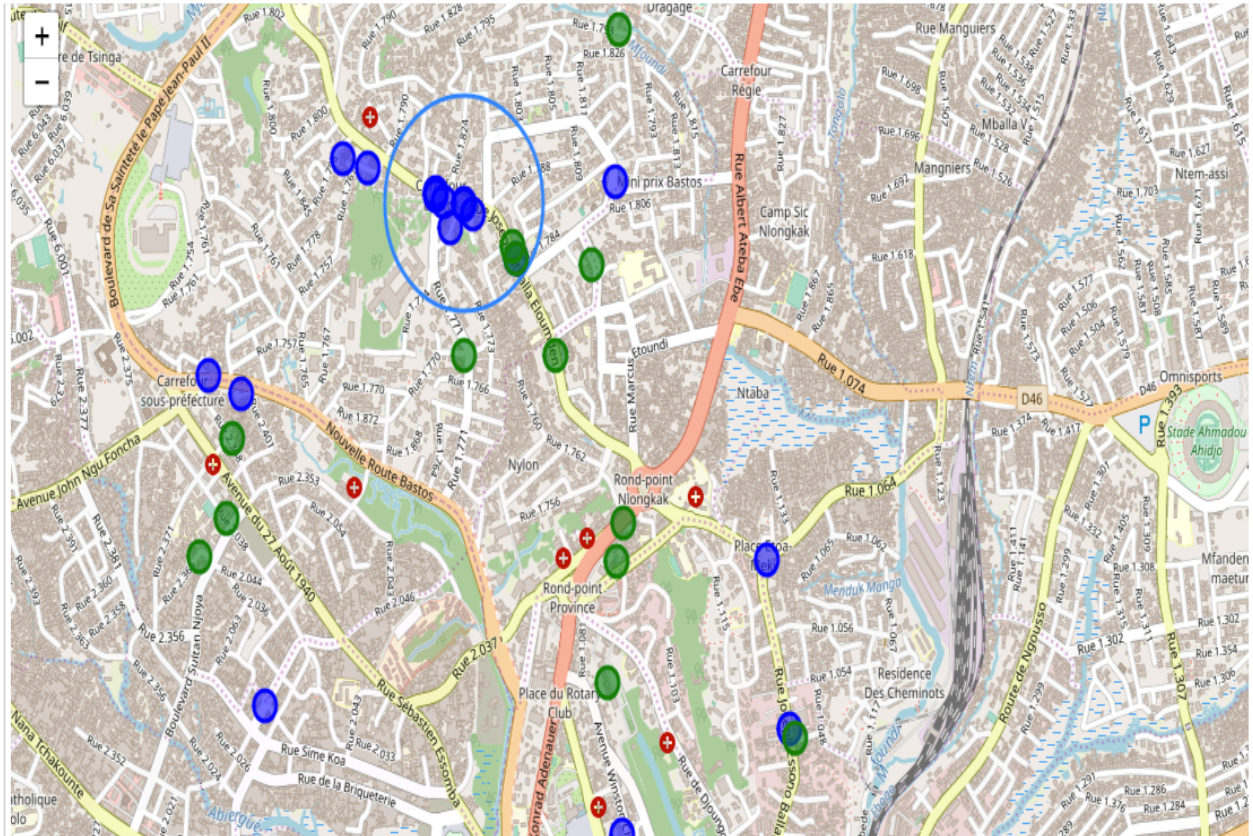
The points of interest were determined by requesting data from foursquare regarding trending venues. The following locations were obtained:

	name	categories	address	cc	city	country	crossStreet	distance	formattedAddress	labeledLatLngs	lat	lng	neighborhood
0	Boulangerie Elysee One	Bakery	34, Avenue Merechal Foch	CM	Yaoundé	Cameroon		1.027	[34, Avenue Merechal Foch (1.027), Yaoundé, Ca...	[[{'lng': 11.516626089682264, 'label': 'display...'}]]	3.867600	11.516626	Centre Ville
1	Acropole	Bakery	NaN	CM	Yaoundé	Cameroon		NaN	[Yaoundé, Cameroon]	[[{'lng': 11.521865439499463, 'label': 'display...'}]]	3.858224	11.521865	NaN
2	La Falaise Hotel	Hotel	NaN	CM	Yaoundé	Cameroon		NaN	[Yaoundé, Cameroon]	[[{'lng': 11.515490453427525, 'label': 'display...'}]]	3.870417	11.515490	NaN
3	Smile	Bar	NaN	CM	Yaoundé	Cameroon		NaN	[Yaoundé, Cameroon]	[[{'lng': 11.516315118368835, 'label': 'display...'}]]	3.870628	11.516315	NaN
4	Istanbul resto cafe	Steakhouse	Bastos	CM	Yaoundé	Cameroon	Carrefour bastos	2760	[Bastos (Carrefour bastos), Yaoundé, Cameroon]	[[{'lng': 11.512341049292658, 'label': 'display...'}]]	3.892106	11.512341	NaN



## Results

The next step would be to map these points on a representation of Yaoundé. A complete map is found below. The restaurants are the green dots, and in blue are the points of interest.



## Conclusion

The purpose of this project was to pinpoint in the map an approximate location where it would make sense to open a restaurant. To do so, we collected information regarding 30 restaurants around the city center, as well point of interest. The assumption here is that the restaurants and point of interests are where people congregate. It would be a good idea to open a restaurant there. The Blue circle in the map represents the location of choice, because of the proximity of blue markers (point of interest) and only 2 other restaurants represented by the green markers.

## Discussion

The report would have benefitted from having live foot traffic as well as more data regarding the restaurants, especially regarding their menus, their hours and the type of

clientele they attract. Future projects in this direction will include clustering neighbourhood data to determine where inhabitants of a neighbourhood prefer to eat and more accurately pinpoint a location.