

Recommending Restaurant Location

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1. Introduction

1.1 Background

A prospective business owner wants to open a new Asian Restaurant in Austin, Texas. The owner needs to know what part of Austin would be ideal for opening their new location.

1.2 Problem

Opening a business in the proper location can be pivotal to success, if you open in the wrong location you won't get the right amount of customer traffic to stay in business no matter how good your restaurant is. In this report we will be analyzing which part of Austin would be best based on similarity of popular restaurants in that area*. We will be looking at metrics such as venue locations, popularity, and similarity of food served.

*Normally I would also look at the cost of property in that area. This would give a more realistic idea of the risk factor for opening a business. However, due to the lack of available pricing data I am ignoring this aspect.

1.3 Interest

Any business owner would be interested in knowing the best spot to open their new venue. It helps to reduce risk of dealing with competitors and/or not having enough customer traffic.