
1. INTRODUCTION

1.1 Background

Opening a new restaurant can be a large undertaking and seem daunting at times. One of the most important factors for a successful business is Location. It is often argued that location is the most important factor in opening a new restaurant. Using a data we can recommend a potential location in Calgary, Alberta, Canada.

Calgary sits in the sunny eastern foothills of Canada's Rocky Mountains, where the Bow and Elbow rivers meet. It is the major urban centre for the entire southern half of the province of Alberta, and is surrounded by an area of profound beauty with an unspoiled, resource-rich natural environment. It is no surprise to Calgarians that their home has been ranked the 5th most liveable city in the world by The Economist Intelligence Unit from 2009-2017. In 2018, Calgary rose to become the 4th most liveable city in the world. Population density is low, quality of life is high and housing abundant. Find a new location for a restaurant can define its continued success.

1.2 Business Problem

In this report we will find communities in Calgary and determine which community would be an optimal location for a new restaurant. Information that would help us in knowing the current venues in the communities and related populations. Factors that could help determine a location include; population density, demographics, spending behaviours, competition.

What community in Calgary should a new restaurant be opened?

1.3 Interest

In this report we aim help new restauranteurs to navigate the communities in Calgary, Alberta, Canada to find the best location to open a new restaurant. The information can help communities attract new restauranteurs to their communities. Others that man benefit are current restaurant owners, politicians and investors.
