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| RESTAURANT LOCATION FINDER IN NORTH-CENTRAL KENT REGION |  |
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|  | BACKGROUNDChoosing a location for any business (new or expanding) is one of the cruical consideration and decision for its success. Make a mistake here and get ready to pay a hefty pentalty either in terms of cost or time or both! | |  |
|  | Coming up with the mental image of the location for the business is sometimes cumbersome and complex piece of puzzle to solve.  Several factors play a vital role in deciding the appropriate location. Some of them are mentioned below:     * Demographics * Popularity * Accessibility * Competition * Cost * Security * Potentional for Growth * Ordinances   Fortunately, with the help of Data Science Methodology, we an systematically and rationally provide answer and justification to most of the above factors increasing the probability of business success. |  |  |

### PROBLEM DESCRIPTION

This report particularly focuses on the Data Science principles to address the questions that arise from various factors (as mentioned in the background section) to select the location for **Restaurant** business in **North-Central Kent Area.**

North-Central Part of Kent county comprises of 20 postcode districts in South East England (United Kingdom). It covers borough of Swale, Maidstone, Tonbridge and Malling, and Gravesham. It also includes Medway unitary authority.

Our goal is to find suitable location for opening a new Restaurant such that it increases chances of success by providing rationale and justification to all the crucial factors related to selection.

### DATA DESCRIPTION

The methodology applied here, uses the following location data:

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| **Data** | **Source** | **Reference** |
| Town, Post code, Coverage, Local Authority | Wikipedia | https://en.wikipedia.org/wiki/ME\_postcode\_area |
| Latitude and Longitude information | ArcGIS API | https://en.wikipedia.org/wiki/ME\_postcode\_area |
| All nearby Venues information – Venue Name, Category, Latitude and Longitude | Four-Square API | https://developer.foursquare.com/docs/api-reference/venues/search/ |

### SCOPE / INTEREST

Even though the methodology applied here are to select best suitable Restaurant business location, its clustered data can be as input for most of the other business that intends to open a site or establishment in the defined area.

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