

Applied Data Science Capstone Project -The Battle of Neighborhoods

New Restaurant Site Evaluation Recommendations

Michael Hall
mjhall@ucsd.edu
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BUSINESS PROBLEM

XYZ Restaurant Group has an existing gastro pub in Solana Beach, CA . This restaurant has been very successful and XYZ Restaurant Group is looking to open second restaurant somewhere within San Diego County. They believe that the location is one of the key contributors to the success of any restaurant. They want to evaluate additional communities that are closely aligned to the characteristics of Solana Beach. Based on prior experience and research on other successful restaurants, XYZ Restaurant Group would like the have the locations evaluated on the demographics of the community. Some of the characteristics that they would like to be evaluated include:

- Population
- Income
- Nearby competing restaurants
- Nearby venues and attractions
- Age
- Race and/or ethnicity
- Education level
- Housing prices

The question that XYZ ultimately wants answered is - "*which of the target communities most closely aligns with characteristics of our current, successful restaurant in Solana Beach?*"

Stakeholders

- XYZ President
- XYZ Marketing Vice President
- XYZ General Manager
- XYZ Board of Directors

Target Audience

- XYZ Board of Directors

DATA

Data will be gathered from multiple sources to evaluate the communities. Data on the competing restaurants and nearby venues will be obtained from Foursquare. The community data will be obtained from San Diego Association of Governments (SANDAG). SANDAG is made up the 18 cities and unincorporated county governments. SANDAG develops annual demographic estimates and long range forecasts in addition to maintaining information from the U.S. Census Bureau. SANDAG will be providing the 2010 US Census data summarized for each community. SANDAG will also be providing the ESRI shapefile data that describes each of the communities. The ogr2ogr web client (OGRE - <https://ogre.adc4gis.com/>) will be used to convert the ESRI shapefile data to JSON format.

Title:	Community Venues
Description:	Venue name, location, category and other firmographic information
Use:	Identify competitors and venues within a community
Format:	JSON
Source:	https://www.foursquare.com

Title:	Community Demographics
Description:	2010 US Census demographics aggregated and summarized by community
Use:	Profile of the population and other demographics of the community
Format:	Excel
Source:	http://datasurfer.sandag.org/

Title:	Community Location
Description:	Boundaries and centroids of the communities
Use:	Plotting the data on maps
Format:	ESRI Shapefile
Source:	http://rdw.sandag.org/