Applied Data Science Capstone Project -The Battle of Neighborhoods

New Restaurant Site Evaluation Recommendations

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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