**Selecting Optimal Location for Pizzeria Restaurant**

**in the Sacramento Region**

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**1. Introduction**

My clients are moving from the east coast to Sacramento, CA in order to be closer to their extended family. They currently run a successful pizzeria in New Jersey which they are planning to sell, and with the proceeds open a new pizzeria in the Sacramento region. They asked me to help determine, through data science research, which regions would be an ideal spot for their new restaurant.

The cost of retail space is not an important consideration for my clients, but they insist the new location be in a high traffic, growing region that is near event venues, corporate centers and recreational attractions. They also want to minimize competition by avoiding areas already inundated with pizzerias.

They made it clear that they really love downtown Sacramento, but they were also aware the region surrounding Sacramento has many growth opportunities. As long as they are just a few hours away from Sacramento to be able to visit family regularly, they want to explore every opportunity before making their decision on the best location.