Restaurant Recommendation in Washington DC

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Problem Statement

- "PastaPlace" is opening a new restaurant in Washington DC

- To generate maximum revenue, an expert analysis and recommendation of the best place to open the restaurant is required
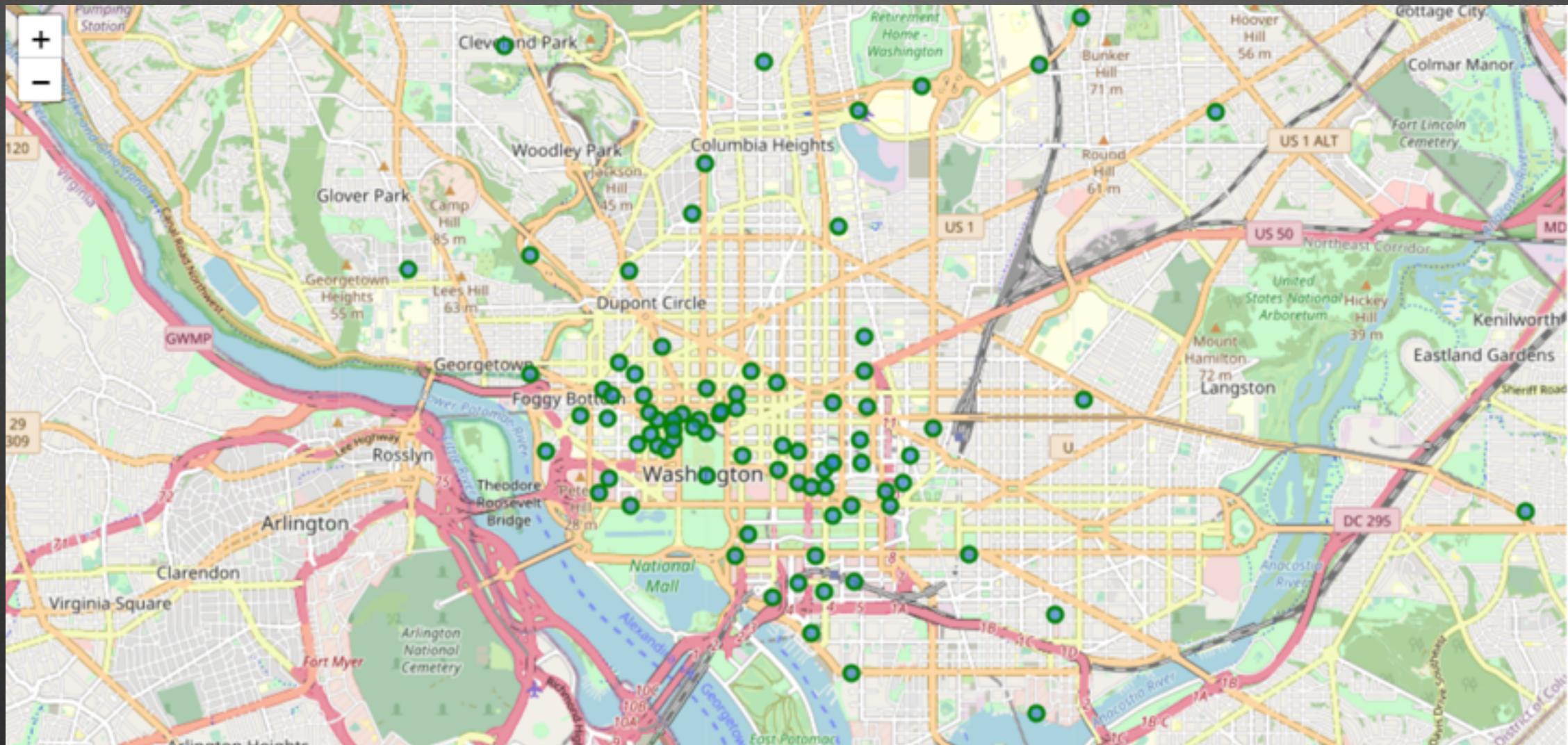
Data Source

- There is no data readily available that can be used to generate an accurate recommendation

- Following data sources are used in the project

  - Geographic data from Opendatasoft

  - Venue category data from Foursquare

Data Analysis

- Data analysis and cleanup

  - Unwanted features are removed from the datasource/data frame

  - Duplicate records are removed from the data frame

Inferential Testing

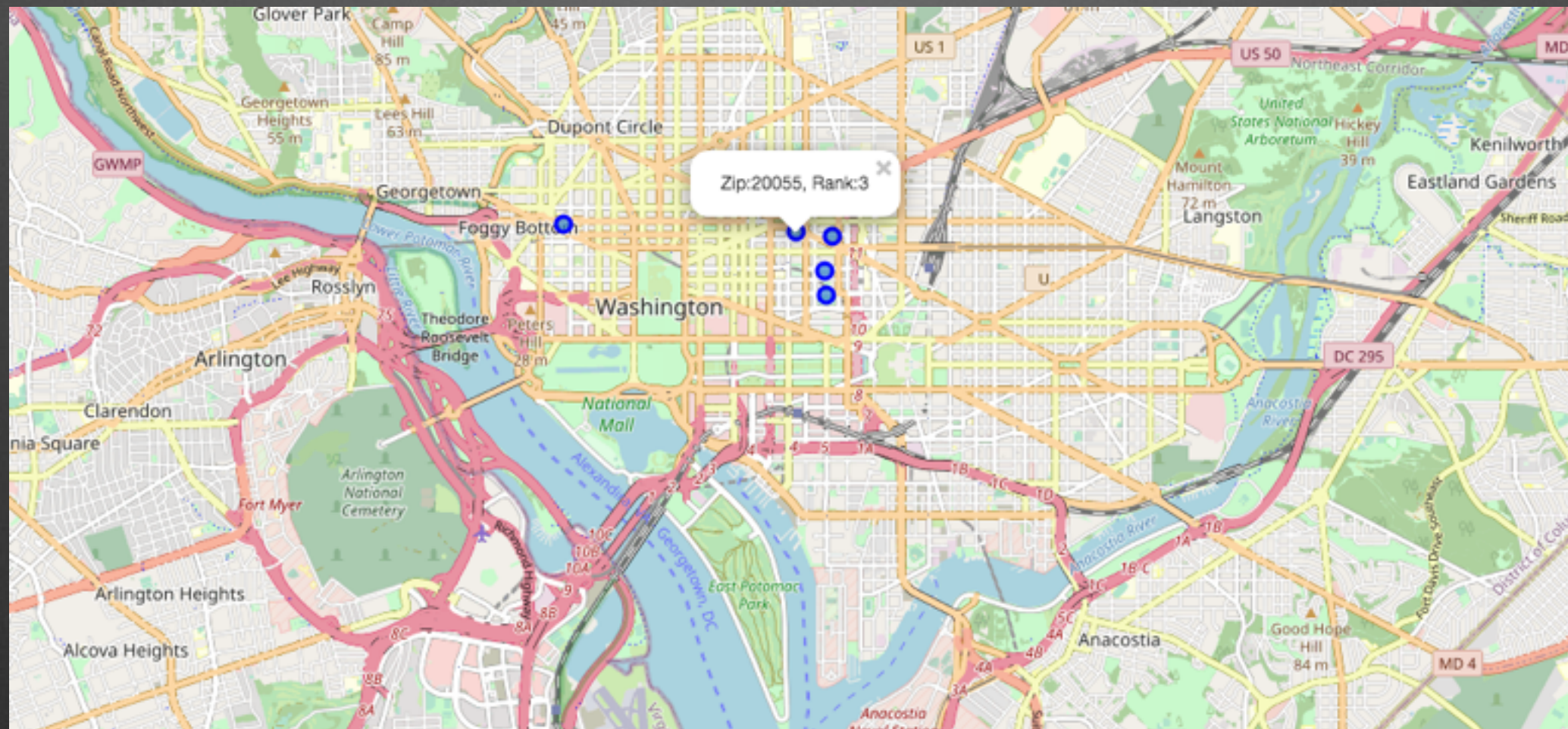- All Zip codes are marked on the map. This gives an idea of the areas of interest

Methodology

- Categorial data of venue is converted into numerical indicators

- Venues of similar zip codes are grouped and the mean score for each is calculated

- The scores are then sorted in descending order to find the top 5 zip codes with restaurants

Recommendation

- Top 5 zip codes are recommended and marked on the map with their ranking

Conclusion

- Following are the top 5 zip codes that are recommended to PastaPlace for opening their new restaurant

    - 20548, 20586, 20055, 20442, 20536

- In the next iteration, I recommend to include other factors like rental expenses, most visited/liked venue etc to be factored into the recommendation to get a weighted recommendation based on the company's preferences

Thank You

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