

IBM Capstone Project: exploring restaurants in a small town

By Nikita

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Introduction

Port Elizabeth is a small town in South Africa. Despite being so small, the town has many restaurants. The restaurants vary in the cuisine they serve, but they are in very close proximity.

Business problem

Given that Port Elizabeth is such a small town, it is likely that the town is saturated with restaurants. It is of interest to visualise how the restaurants cluster together in such a small town. As more restaurants open, the market share of the existing restaurants in the surrounding area decreases, which has the potential to impact profitability of these existing venues.