

# **IBM Capstone Project: exploring restaurants in a small town**

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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.

## **Data**

1. Neighbourhoods: these will be obtained from Wikipedia using webscraping tools in Python.
2. Geocoding: the geographic coordinates of each neighbourhood will be obtained using Google Geocoding API
3. Restaurants: the geographic coordinates of each restaurant will be obtained using Google Geocoding API and Foursquare API