

## Goiko grill restaurant analysis

The Spanish fast-food chain Goiko Grill has many restaurants throughout Spain, right now they want to continue expanding, but before constructing more establishments they want to analyse the current locals.

To do so they have decided to classify their restaurants based on the competition near them, they hope to see if there are any patterns among the restaurants.

Once the classification is done, they will use some private data of their own (like profitability of each local) to decide with type of cluster is better. Latter they will use this information to decide the locations of future restaurants

The data for this project comes from various sources

1. Goiko grill web page: <https://www.goiko.com/todos-nuestros-restaurantes/>
2. Latitude and longitude data
3. Neighbouring restaurants using foursquare

PD: I do not have access to profitability data, which would make the analysis much more interested, I could try to make that data up, but I have decided to just run a clustering analysis based on the competition nearby. Additionally, I could not make the code for getting latitude and longitude working so I have gathered that data manually, as a consequence I am only studying one restaurant per city (entering all the latitudes and longitudes manually would be much work that would not make that much of a difference)