**Selecting a location in Miami for a New Restaurant**

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**1. Introduction**

* 1. **Background**

One of the principal reasons why new restaurants fail is location e.g. see <https://www.cnbc.com/2016/01/20/heres-the-real-reason-why-most-restaurants-fail.html>

and <https://www.bostonglobe.com/magazine/2016/05/25/four-simple-reasons-that-good-restaurants-under/8hI9fAyYhFhycjajt6m46J/story.html>

It is not the only reason, as these articles point out, but it is a major reason and, therefore, it would make sense to research suitable locations before investing money to open a new restaurant. The geographic area that this report will focus on is the city of Miami, Florida.

* 1. **Problem**

Data that might contribute to determining location includes number of existing and planned restaurants, the cuisines they serve, neighborhood population size and density, average local income. This project aims to predict which of the city neighborhoods is the most suitable for introducing a new restaurant and which type of cuisine.

* 1. **Interest**

This type of investigation would be of interest to investors considering investing in a new restaurant in Miami since it would reduce the risk associated with at least one deciding factor i.e. location. Other factors would obviously need to be investigated e.g. zoning restrictions, proposed construction nearby, staff availability, etc. Those are not taken into consideration in this project.