

VEGETARIAN RESTAURANTS

An analysis of neighborhoods in
Jacksonville, Florida



OBJECTIVE

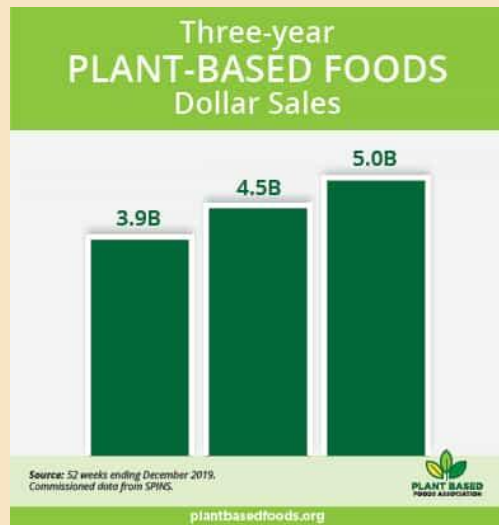
Investigate possibility of opening a vegetarian restaurant in Jacksonville, FL

- List all neighborhoods in metropolitan area
 - Find all restaurants
 - Find all restaurants categorized as vegetarian / vegan
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WHY VEGETARIAN?

- In the United States, only 5% of the population identify as vegetarian
- However, plant-based foods are a fast growing segment of the marketplace
- According to Plant Based Food Association, retail sales of plant-based food are up 29 percent over the last two years



ABOUT JACKSONVILLE, FLORIDA

- Florida is third most populated state in U.S.
 - Jacksonville is the largest city in Florida
 - Population as well as land mass
 - Jacksonville metro area has over 1.5 million residents
 - Approximately 30 neighborhoods
 - Scrape list from Wikipedia
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WHERE TO FIND RESTAURANT DATA

- Foursquare.com
 - Places API
 - over 60 million commercial points of interest
 - 190+ countries
 - 900+ venue categories
 - 30+ venue details



Courtesy of: <https://enterprise.foursquare.com/products/places>

TYPICAL FOURSQUARE API CALL

- Client credentials
 - Available after creating free account
 - Foursquare version number
 - Latitude and longitude
 - Radius
 - Category
 - Offset - if first search contains more than 50 results
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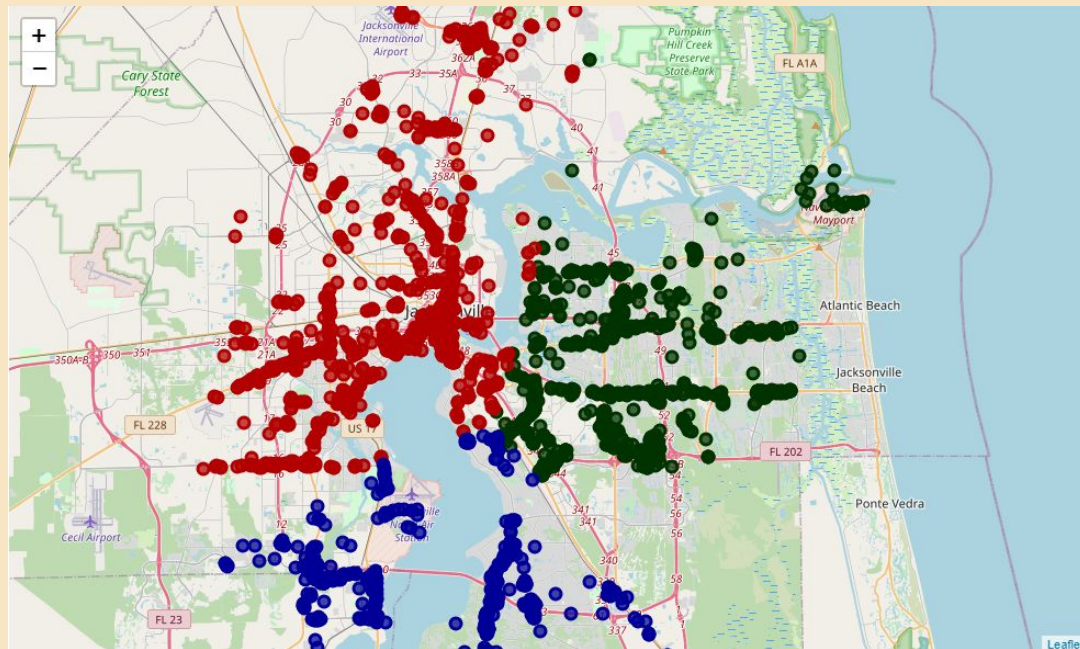
FOURSQUARE SEARCH RESULTS

- After searching all neighborhoods for **all restaurant categories**:
 - Approx **2700** restaurants found
 - Searching for **only vegetarian restaurants**:
 - **19** restaurants found
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SEARCH RESULTS CLUSTERS

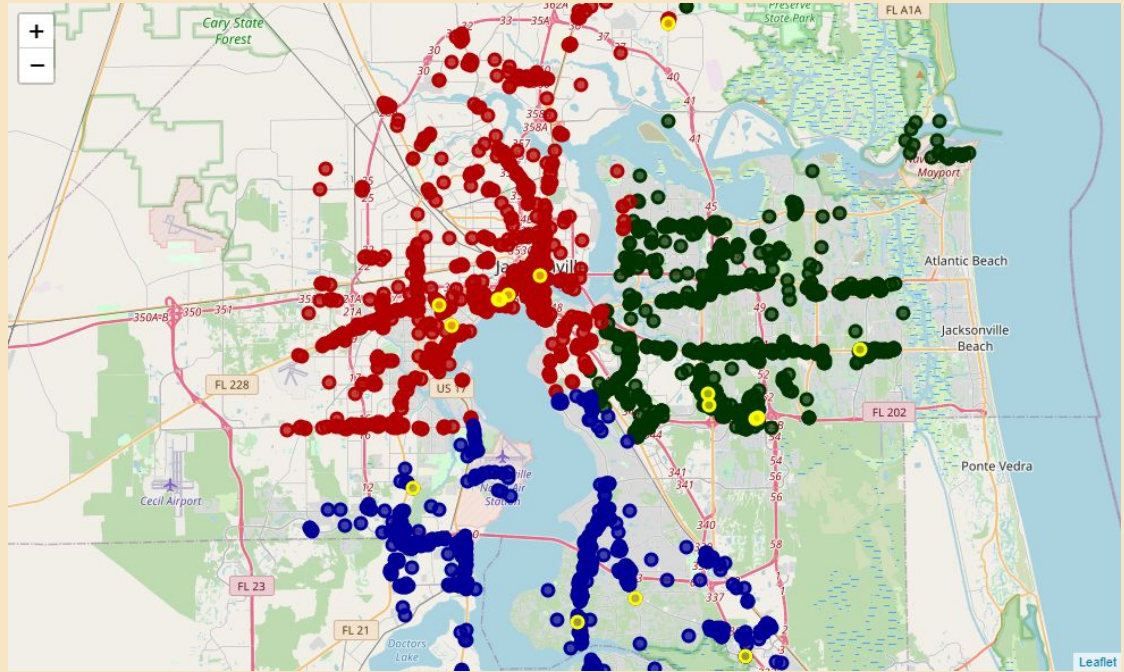
- k means analysis identifies 3 as optimal number of clusters

- After mapping:

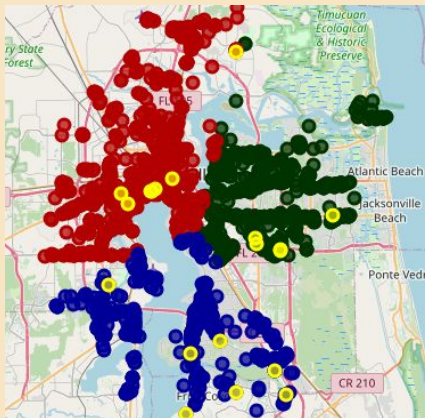


CURRENT VEGETARIAN RESTAURANTS

- Existing 19 vegetarian restaurants added as **yellow** markers
- After mapping:



CLUSTER SPECIFICS

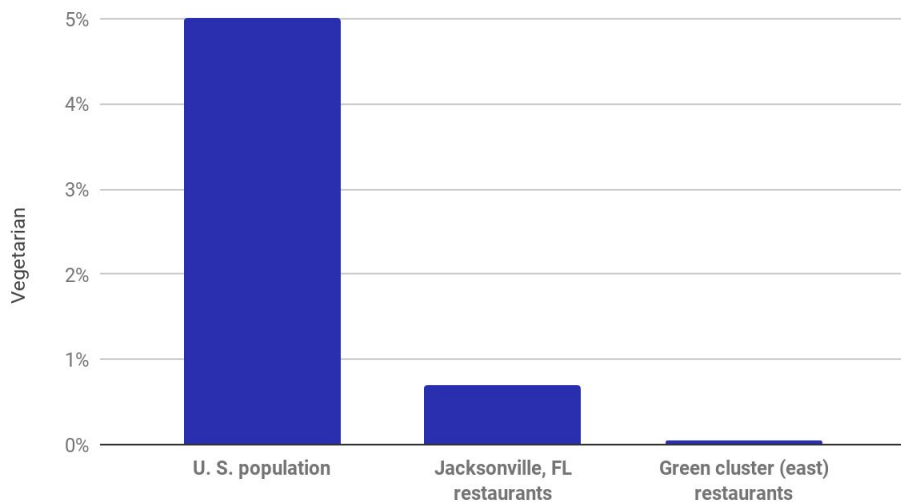


	Restaurants	Vegetarian	% Vegetarian
GREEN (east)	931	5	.054%
RED (central)	1,125	7	0.62%
BLUE (south)	679	7	1.03%
TOTALS	2,735	19	0.69%

CONCLUSION

- According to Foursquare data, vegetarian restaurants appear **under-represented** in Jacksonville, FL when compared to the overall U.S. population
- In particular, the area contained in green eastern cluster shown previously

% Vegetarian



THANK YOU

Any questions or comments
please contact:

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