

Analyzing the best location for new restaurant

IBM Data Science Capstone Project

Prateek Makkad

Introduction

- For the restaurant industry, the primary external factor that is required to survive is Foot Traffic.
- Foot traffic may come from local residents, tourists and a busy work center/industrial area.
- A well organized restaurateur should know the particular cuisine style, price range and the desired consumer base. A target consumer in this case can be defined as underserved of that particular cuisine in that particular area, with a lack of other options that serve this restaurant's style, price and theme.

Business Explanation

- The restaurant should cater to a young crowd, mainly 20-30 age group. Their menu includes quick dining option, fast moving food which is cheap and regularly updating their menu with new dishes.
- The restaurant will also serve a late night menu to cater to the nightlife of the neighborhood as a pick n go service for people going back home from visiting art shows, concerts, bars and other social events.

Business Problem

- The main issue for setting up this restaurant is the location. The owners want the restaurant to stand out from other options in the area.
- Owners would prefer steady walk ins for their quick eating/pick n go restaurant and also a busy nightlife around the area