

Analyzing the best location for new restaurant

IBM Data Science Capstone Project

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Data

- We will be using Foursquare API to fetch venue information and analyze different neighborhoods
- To fulfill the requirements of the business problem, we will be specifically analyzing two types of information:
 - Data on neighborhoods
 - Category of each venue in Manhattan neighborhood
 - Popular days and hours for venues that serve our target customers
 - Popularity score for each target venue
 - Data on competitors
 - Frequency of late night restaurants
 - Price range
 - Cuisine type

Methodology

- After retrieving the required data, we will use clustering to analyze neighborhoods based on the following information
 - Popular time for venues in the area
 - Popularity score for venues that compliment our restaurant
 - Frequency of restaurants that have similar price range, popular hours and cuisines
- The end goal will be to find a cluster of neighborhood that will be a good fit to set up our restaurant
 - The ideal neighborhood should have busy nightlife venues and a lot of traffic
 - A low number of competing restaurants