

INTRODUCTION

Chicago is the **most populous city** in the U.S. state of Illinois and the third most populous city in the United States.

Located on the shores of freshwater Lake Michigan, Chicago is an international hub for finance, culture, commerce, industry, education, technology, telecommunications, and transportation.

Chicago's 58 million domestic and international visitors in 2018 made it the second most visited city in the nation, not far behind New York City's 65 million visitors in 2018. Thus, business opportunities are vast in the city and so is the competition. Many big players have been attracted to this city in all areas of business. As is it a highly developed city, the cost of doing the business is huge and risk is high. Thus, any new business venture or expansion needs to be analyzed and studied carefully. This will ensure good understanding of the business environment and strategical planning to reduce the risk factor and increase returns.

BUSINESS PROBLEM

As a business and tourist hub, the city is famous for its cuisine as well. From street food to high end Michelin star restaurants, you will find everything in Chicago. Various well-known chefs have their restaurants there. In 2003, Robb Report named Chicago the country's "most exceptional dining destination".

The diversity in people settled here is reflected in its food as well. Among various international cuisines, Mediterranean food has huge fan following. There are many Mediterranean restaurants among various parts of the city. Daily new ones are opening but the number of them shutting down is also big. So, what differentiates a successful one from the unsuccessful. Its not always the quality of food. Some times many small things have to be considered to make a project work.

Find a suitable location.

The area where there are least number of Mediterranean restaurants will be the ideal one to open a new restaurant. Also, the neighborhood should be either middle east origin or the people should be interested in less sophisticated setting but more flavorful food. A very high end street is not a suitable area for such eatery. Strategical planning is must. Various factors need to be studied before giving the conclusions.

Target Audience:

The objective is to locate and recommend to the management the best neighborhood to open a Mediterranean restaurant in Chicago.

DATA ACQUISITION

This demonstration will make use of the following data sources:

Chicago Neighborhood Dataset

Data will be retrieved from Chicago (Boundaries – Neighborhoods) open from <https://data.cityofchicago.org> website.

Neighborhood boundaries in Chicago, as developed by the Office of Tourism. These boundaries are approximate and names are not official. The data can be viewed on the Chicago Data Portal with a web browser. However, to view or use the files outside of a web browser, you will need to use compression software and special GIS software, such as ESRI ArcGIS (shapefile) or Google Earth (KML or KMZ), is required.

Chicago Neighborhood location Information

Data coordinates of Neighborhood will be retrieved using GeoPy Geocoder Library.

Chicago Top Venue Recommendations from FourSquare API

(FourSquare website: www.foursquare.com)

I will be using the FourSquare API to explore neighborhoods in selected towns in Chicago. The Foursquare explore function will be used to get the most common venue categories in each neighborhood, and then use this feature to group the neighborhoods into clusters. The following information are retrieved on the first query:

- Venue ID
- Venue Name
- Coordinates : Latitude and Longitude
- Category Name