

# Pardes India Inc.

Optimal Location for opening an Indian Restaurant  
in  
vicinity of Schaumburg, IL

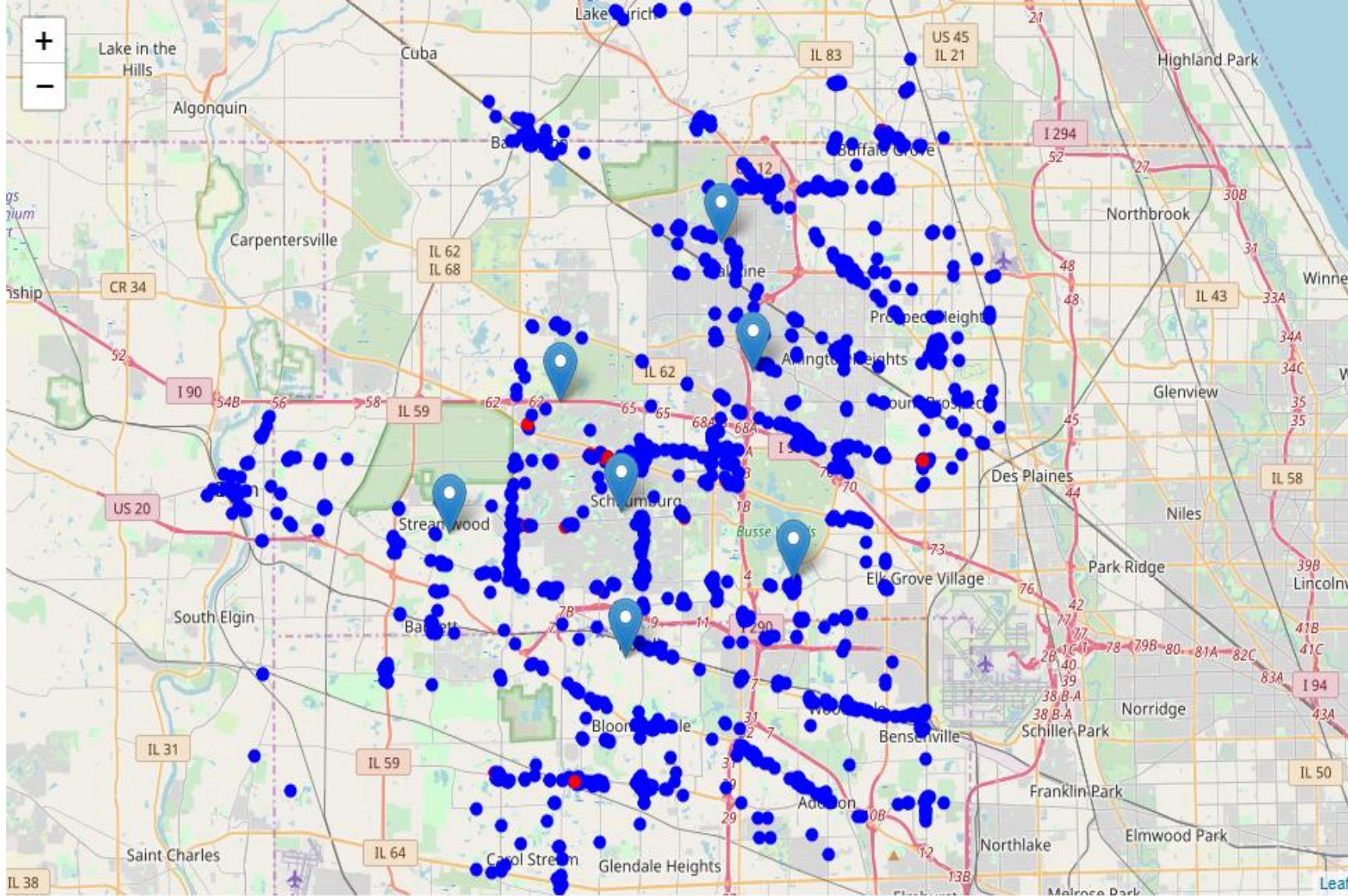
# Optimal location for opening new Indian Restaurant

- "Pardes India Inc." a large Indian restaurant chain operating out of Mid-West USA.
- Already having few restaurants in Chicago metropolitan area.
- Looking to expand in many Chicago Suburbs.
- Key area identified as vicinity of Schaumburg in Northwest suburbs of Chicago.
- Schaumburg with sizeable Indian population is potentially a great business opportunity. It is also famous for Woodfield Mall and has offices of many multi-national corporations.
- Identify optimal location in suburbs in vicinity of Schaumburg IL, which is not crowded with Indian restaurants and has reasonable Indian population and the household income of the area is on higher side.

## Data Collection

- Zip codes in each suburb scraped from zipmat.net
- Demographic data scraped from zipdatamaps.com
- Restaurant data using Foursquare API
- Geopy "geocode.Geolake" to get location coordinates
- Geopy "geocode.Nominatim" to get the addresses

## Location all Restaurants and identifying Indian Restaurants

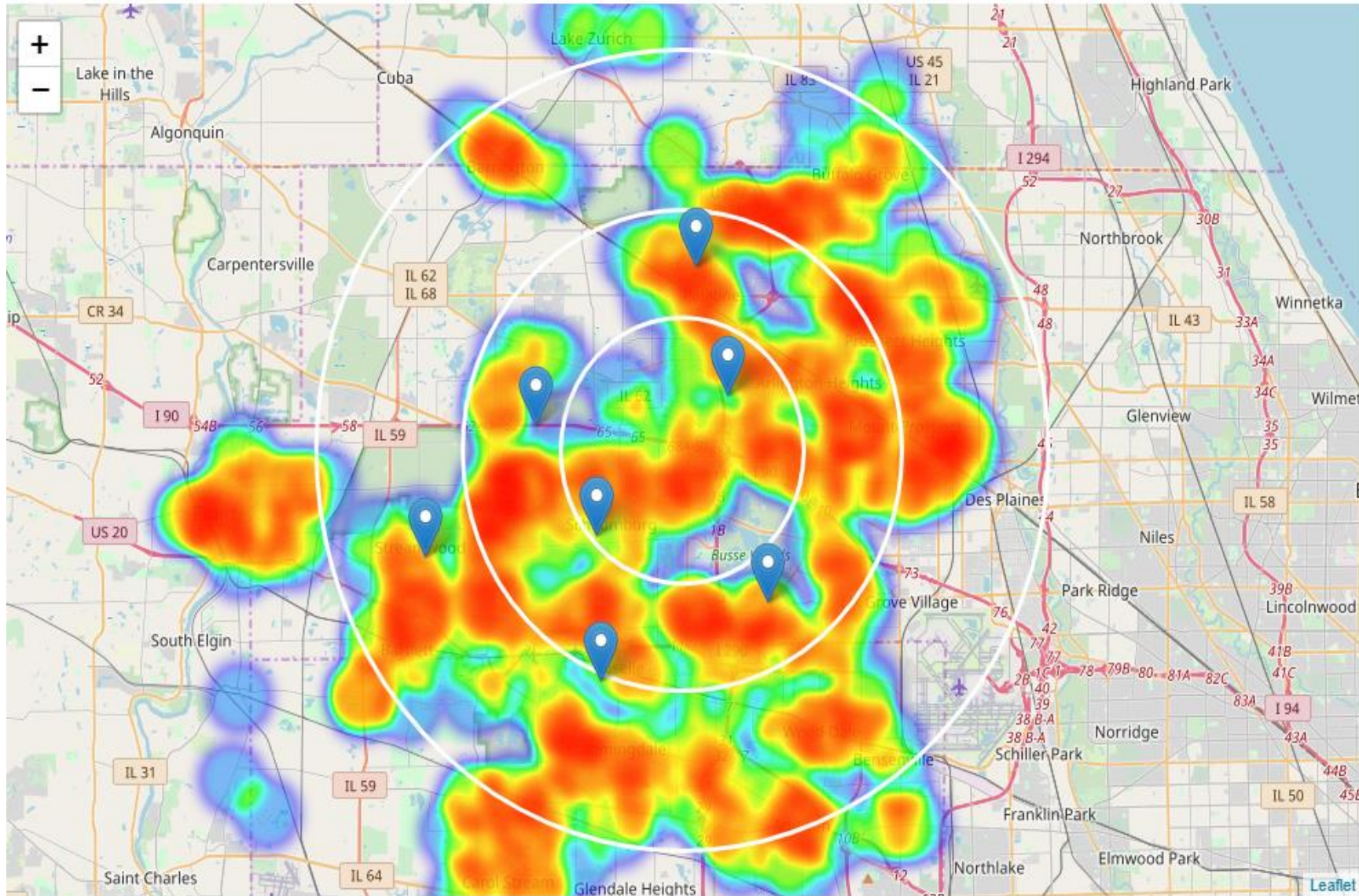


- Total Restaurants : 1413
- Indian Restaurants : 32
- Avg. Restaurants per zip code : 47
- Percentage of India Restaurants : 2.26%

**Legend**    ● Indian Restaurants    ● All Other Restaurants



# Heat Map of all Restaurants



- Restaurants are generally all around the suburbs.
- However, there are few restaurants in North West direction.

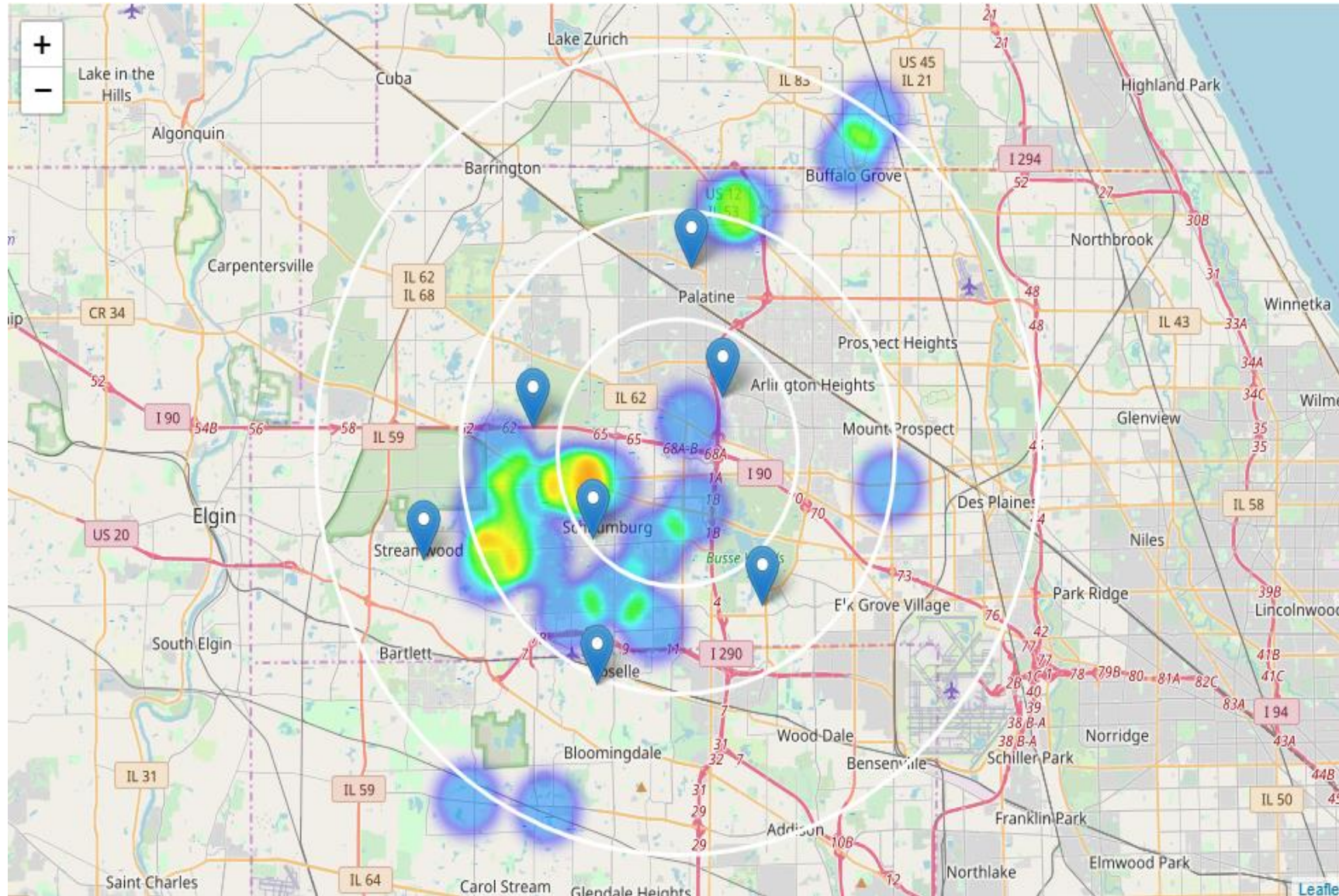
# Where are Indian Restaurants?

Zip Code	Num of All Restaurants	Min Distance from Zip	Avg Distance from Zip	Num of Indian Restaurants	Min Distance from Zip-Indian	Avg Distance from Zip-Indian	Percent of Indian Restaurants
60056	73	75	1781.0	1.0	1749.0	1749.0	1.37
60074	68	413	1638.0	2.0	744.0	904.0	2.94
60089	77	286	1810.0	2.0	362.0	1047.0	2.60
60107	55	1098	2130.0	1.0	2023.0	2023.0	1.82
60157	41	560	2196.0	1.0	2178.0	2178.0	2.44
60169	49	88	1269.0	12.0	91.0	1045.0	24.49
60173	79	294	1396.0	2.0	1262.0	1742.0	2.53
60188	56	298	2235.0	2.0	2989.0	2990.0	3.57
60192	46	109	1107.0	3.0	708.0	1548.0	6.52
60193	51	1003	1496.0	3.0	1228.0	1649.0	5.88
60194	19	394	2073.0	3.0	1719.0	1993.0	15.79

- Indian restaurants are in 11 of 30 zip codes.
- Four zip codes have more than 5% of Indian restaurants.
- Zip codes 60169 and 60194 have high number of Indian restaurants.



# Heat Map of Indian Restaurants



- Most of the restaurants are located in the triangle of Schaumburg, Hoffman Estates and Streamwood.

# 18 candidates zip codes for opening Indian Restaurants

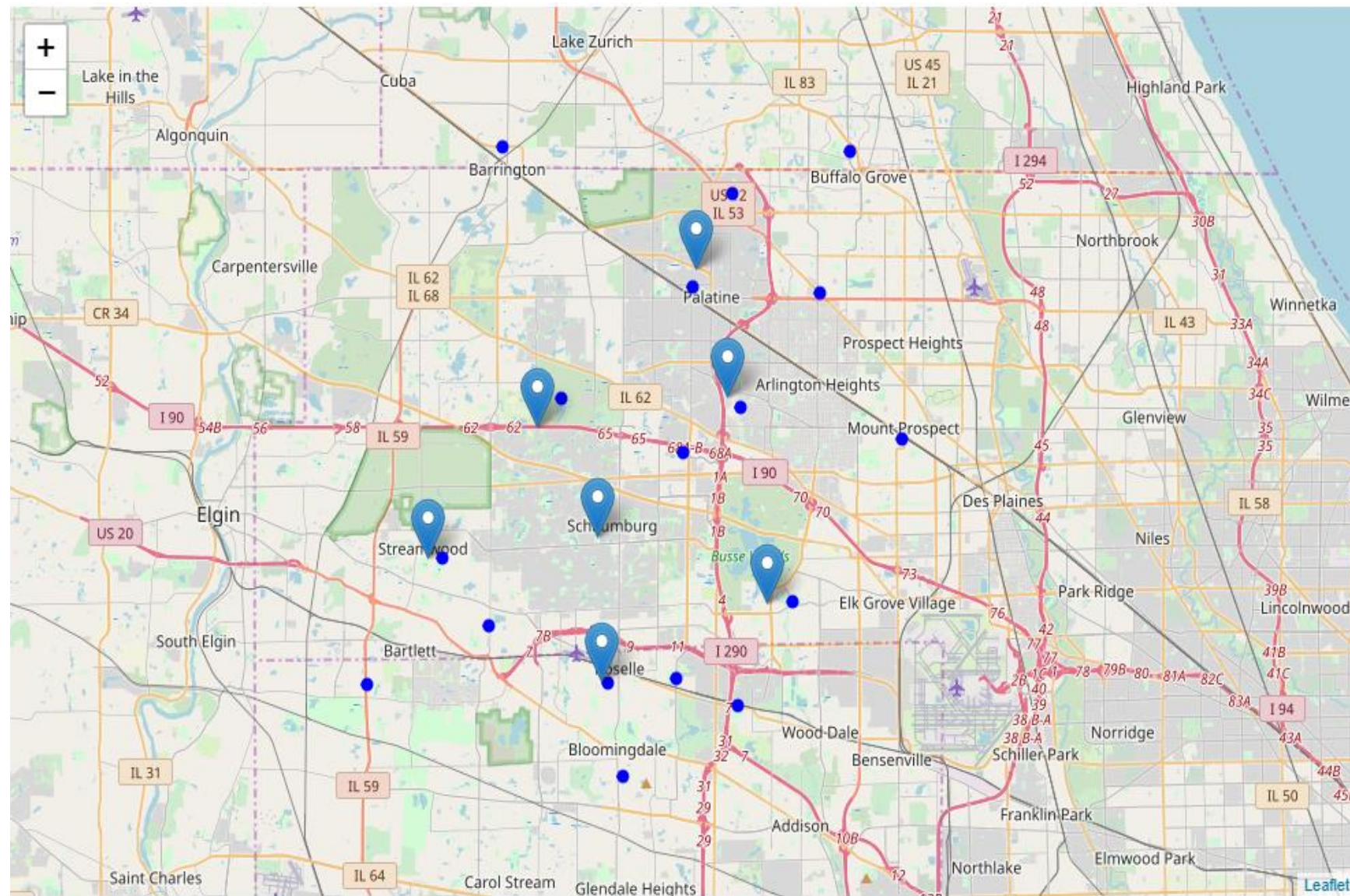
Zip Code	Asian Population	Household Median Income	Percent of Indian Restaurants
60007	10.59	75743	0.00
60143	7.44	88031	0.00
60157	5.05	77536	2.44
60195	38.03	83358	0.00
60004	8.35	83431	0.00
60010	10.34	133572	0.00
60047	8.55	125778	0.00
60067	14.38	90474	0.00
60074	12.97	72946	2.94
60089	17.81	101576	2.60
60008	7.32	70132	0.00
60056	12.03	70205	1.37
60173	31.31	73178	2.53
60108	13.77	84403	0.00
60172	8.22	78867	0.00
60103	15.40	101001	0.00
60107	15.22	80741	1.82
60133	15.09	76945	0.00

Criteria applied:

- No. Indian Restaurants < 5%
- Asian Population > 5%
- Household Income > 70K



## 18 candidates zip codes on map

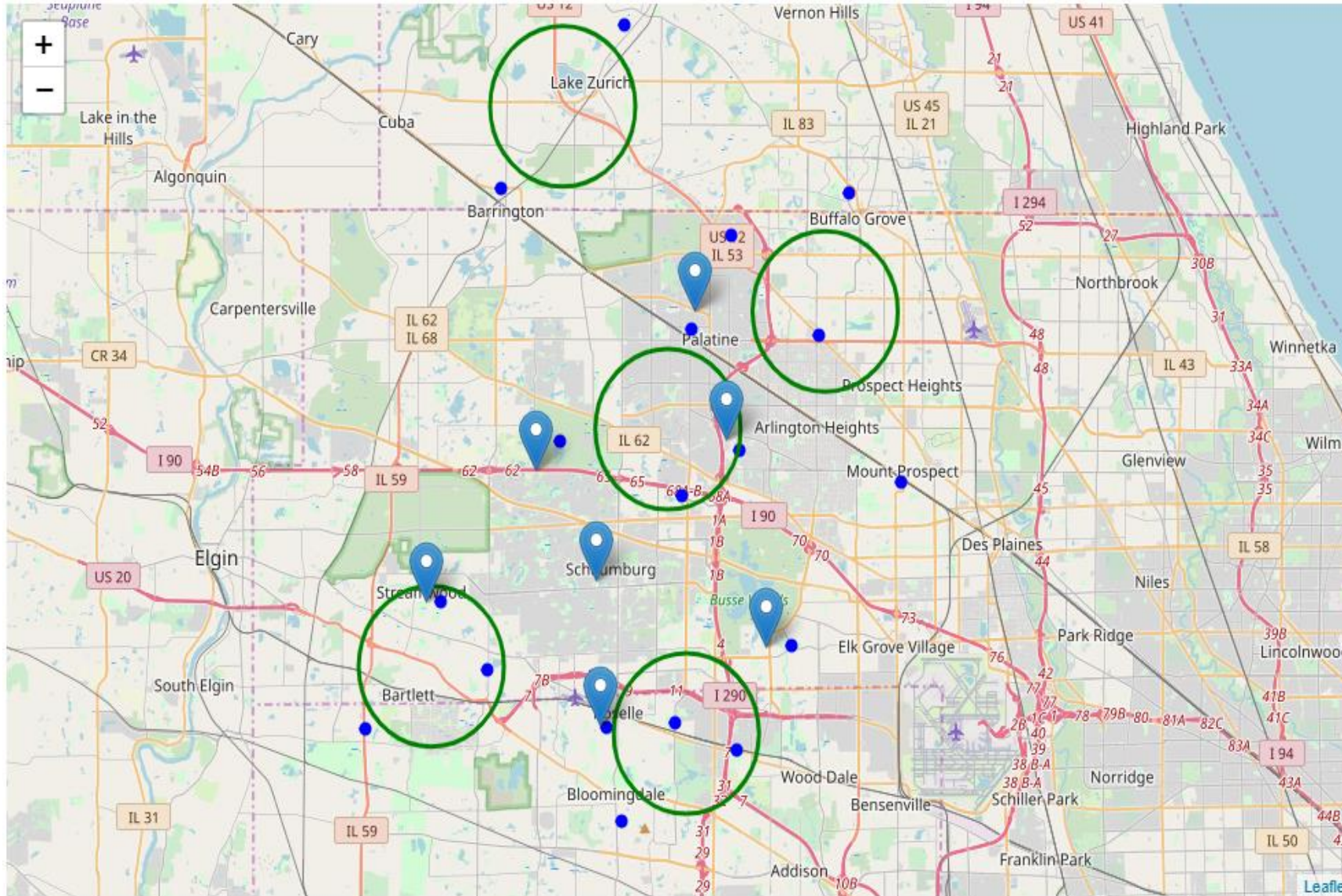


Criteria applied:

- No. Indian Restaurants < 5%
- Asian Population > 5%
- Household Income > 70K



# Zip codes clustered in 5 zones for further exploration



Criteria applied:

- No. Indian Restaurants < 5%
- Asian Population > 5%
- Household Income > 70K

Addresses of center of 5 zones:

- 2684, Mill Creek Lane, Rolling Meadows, Cook County, Illinois, 60008
- 448, East Lake Street, Streamwood, Cook County, Illinois, 60107
- MB Financial Bank, Rand Road, Lake Zurich, Lake County, Illinois, 60047
- 2460, North Douglas Avenue, Arlington Heights, Cook County, Illinois, 60004
- Terrace Drive, Medinah, DuPage County, Illinois, 60157

## Conclusion and Next Steps

- Identified 5 zones with their centers that can be used as starting point to explore exact location for opening an Indian Restaurant.
- Final decision will need further exploration and may consider additional data e.g. crime rate, age grouping, education, commercial activity, real estate, fun areas etc.