The Battle of Neighbourhoods, Exploring San Francisco's Restaurant Market

Problem at hand?

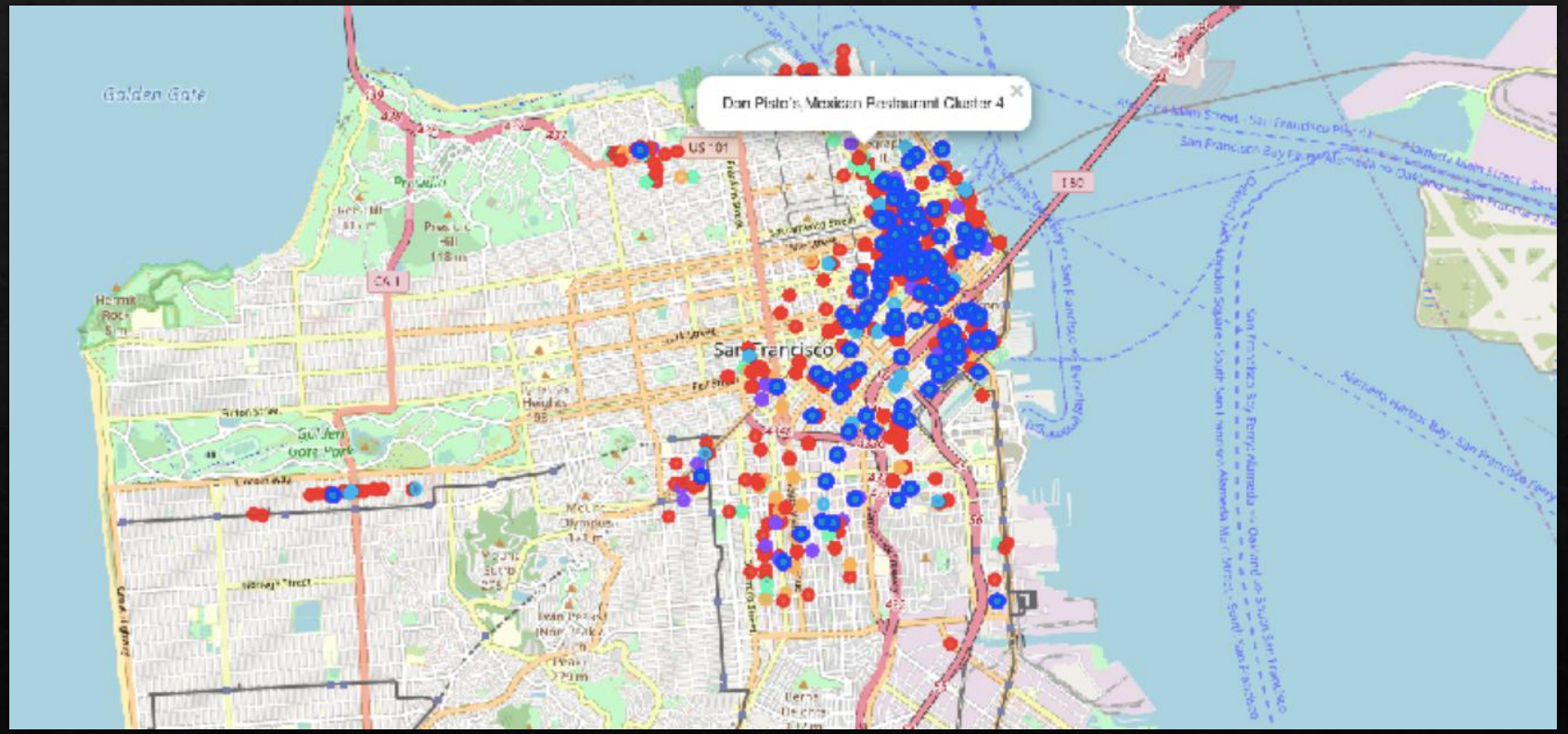
- The main objective behind the idea is to find the best area for the next profitable restaurant business in the San Francisco's Bay Area
- The Bay Area has a lot of restaurants with different cuisines including Mexican, Italian and Asian
- Starting a restaurant without analysis won't yield good results and will bear trouble down the line,

Data use?

- The data was extracted and cleaned, and the feature selection was made
- Map for all the offices in the bay area was plotted
- Foursquare API was used to figure out the nearest restaurants
- The restaurants were classified using KMeans ML algorithm
- The clustered restaurants were plotted along with the companies in the Bay Area

- *Data acquisition source*
- The Bay Area companies list is an open source list made by Mr. Connor Leech (https://
- github.com/connor11528) and is available on Github.
- https://github.com/namanmanchanda09/tech-companies-bay-area/blob/master/Bay-Area-Companies-List.csv .

Image showing cluster of restaurants and companies



Conclusion

- The Mexican and New American cuisine restaurants are very less near the Cadre Talent office.
- In the East Bay region, there is neither an Italian nor a new American restaurant.
- In the San Leandro region, there is no New American restaurant, so opening one might be a good idea.
- Many other observations can be made before starting a restaurant business from the analysis performed