



SEGMENTATION OF RESTAURANTS

by
Median Household Income
in Metro Vancouver

Background

- Objective: Find segmentation of restaurants and effect of income levels
- Location: Metro Vancouver
- Reasons for this location:
 - *Highly diverse urban*
 - *Wide range of income level*
 - *World-famous food collection*

Data Source

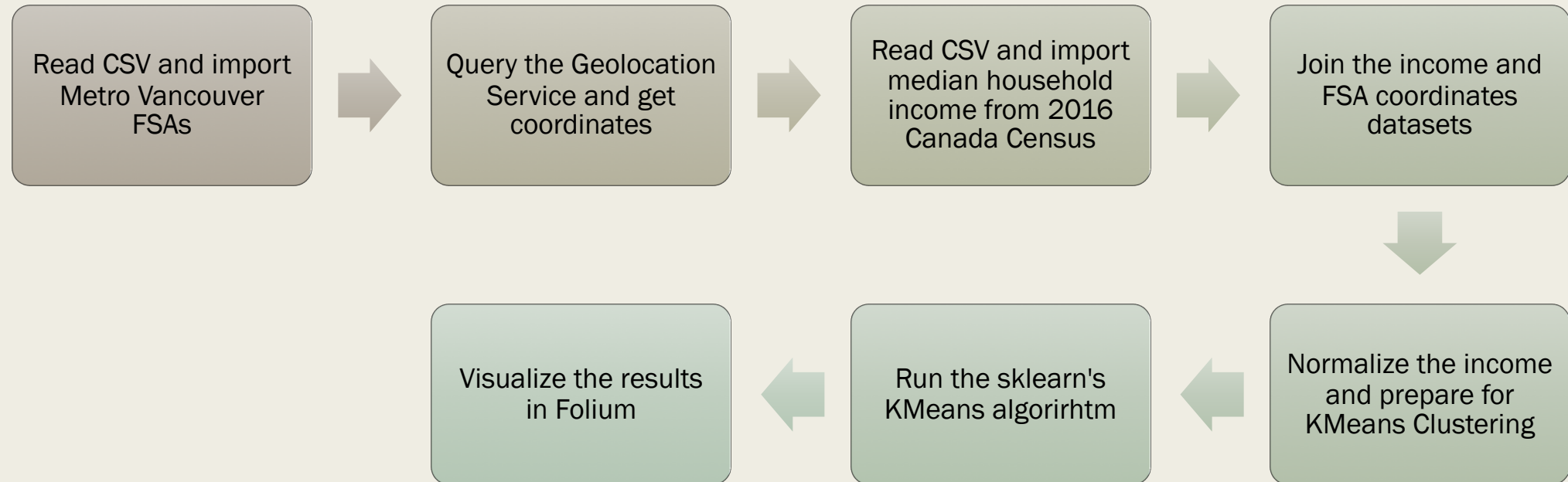
- 2016 Census Profile from Statistics Canada
- Geolocation Services API
- Foursquare API

Methodology

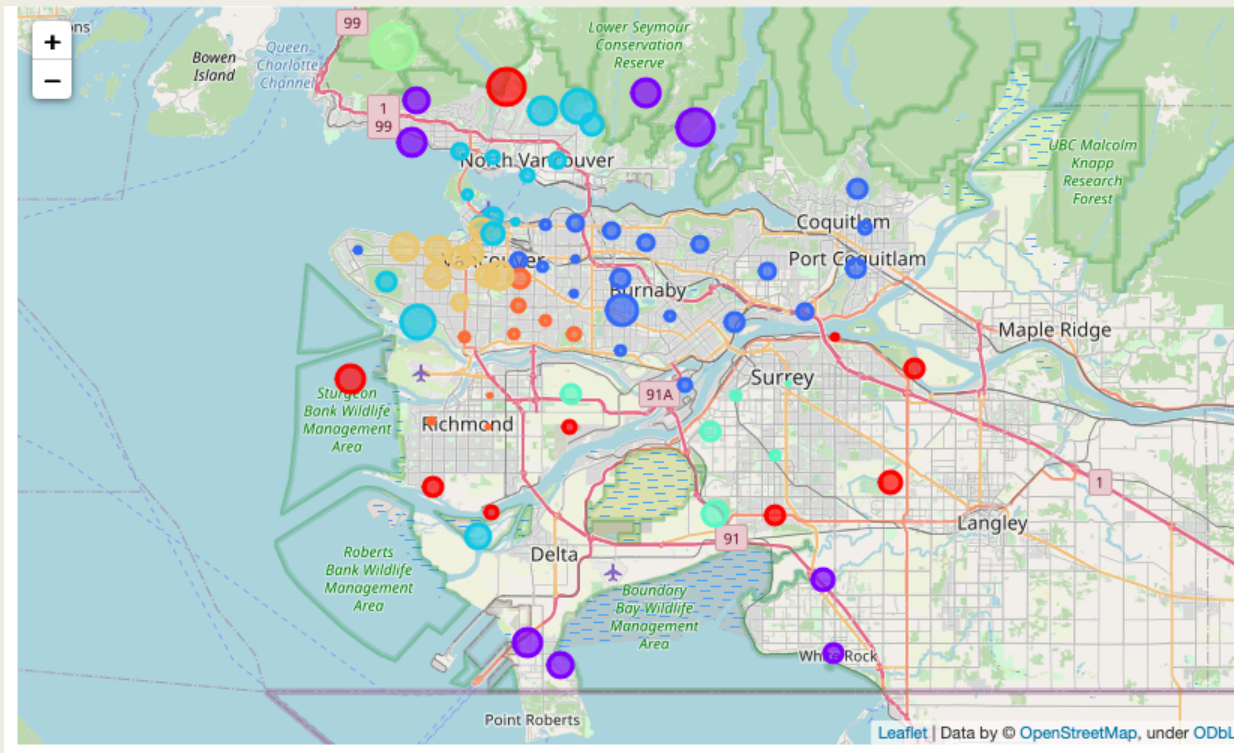
- Python – Jupyter Notebook

- *Pandas*
- *Requests*
- *Sklearn*
- *Etc.*

Data Process Pipeline



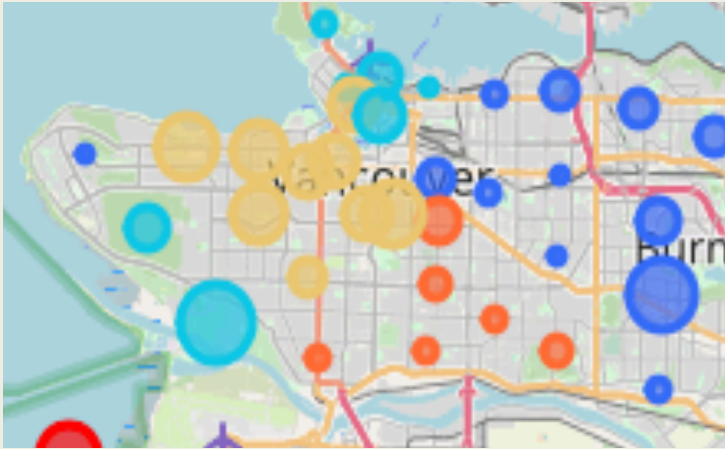
Results



Color: Clusters based on common restaurants

Size: Median Household Income

Example

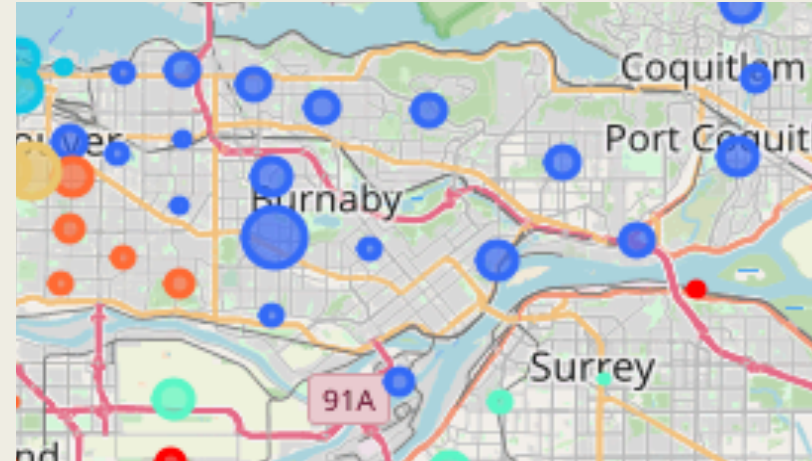


Yellow Cluster:

Most Common Restaurants:

- Bakery Restaurant
- Seafood
- Japanese
- French

Income: \$107562



Blue Cluster:

Most Common Restaurants:

- Sushi
- Japanese
- Burgers
- Vietnamese
- Pizza

Income: \$86775

Discussion

- Higher income -> More expensive restaurants
- More factors may affect the restaurant categories, such as:
 - *Culture*
 - *Race*
 - *Household size*
 - *Etc.*

THANK YOU

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