

# Capstone Project Green Tea Restaurant Relocation



Huayi (Howie) Zhou

# INTRODUCTION



- Most authentic northern Chinese restaurant in Edmonton
- Over 20-years experience



# BUSINESS PROBLEM



- Locates in industrial area
- Far from downtown
- Rare public transit connects
- Decreasing business volume
- Economic recession

## RELOCATION!

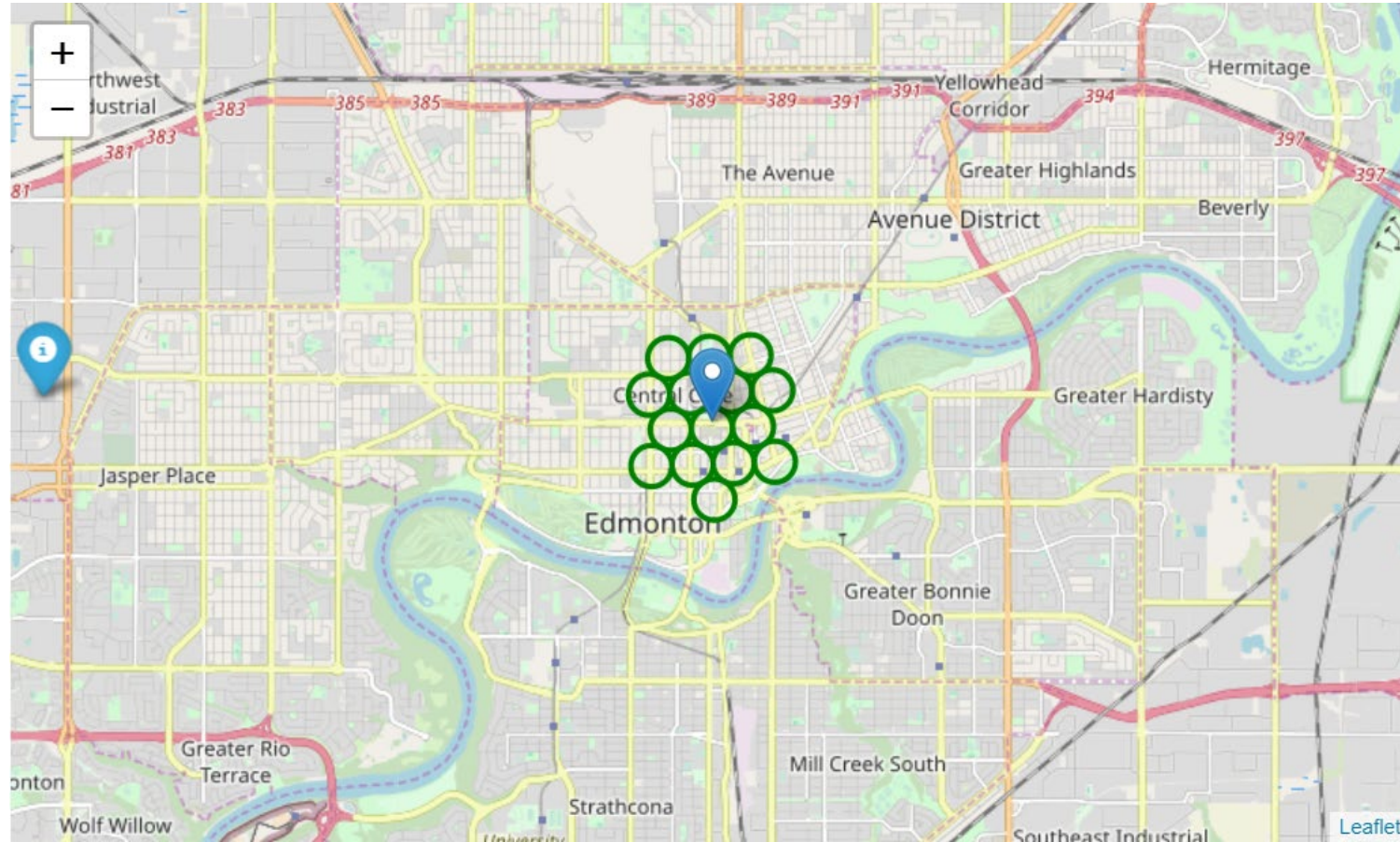
## ***Factors***

- Number of any existing restaurants
- Number of existing Chinese restaurants
- Distance to Chinese restaurants
- Distance of the neighborhood from downtown

## ***Tools***

- Google Maps API Geocoding
- Google Maps API Reverse Geocoding
- Foursquare

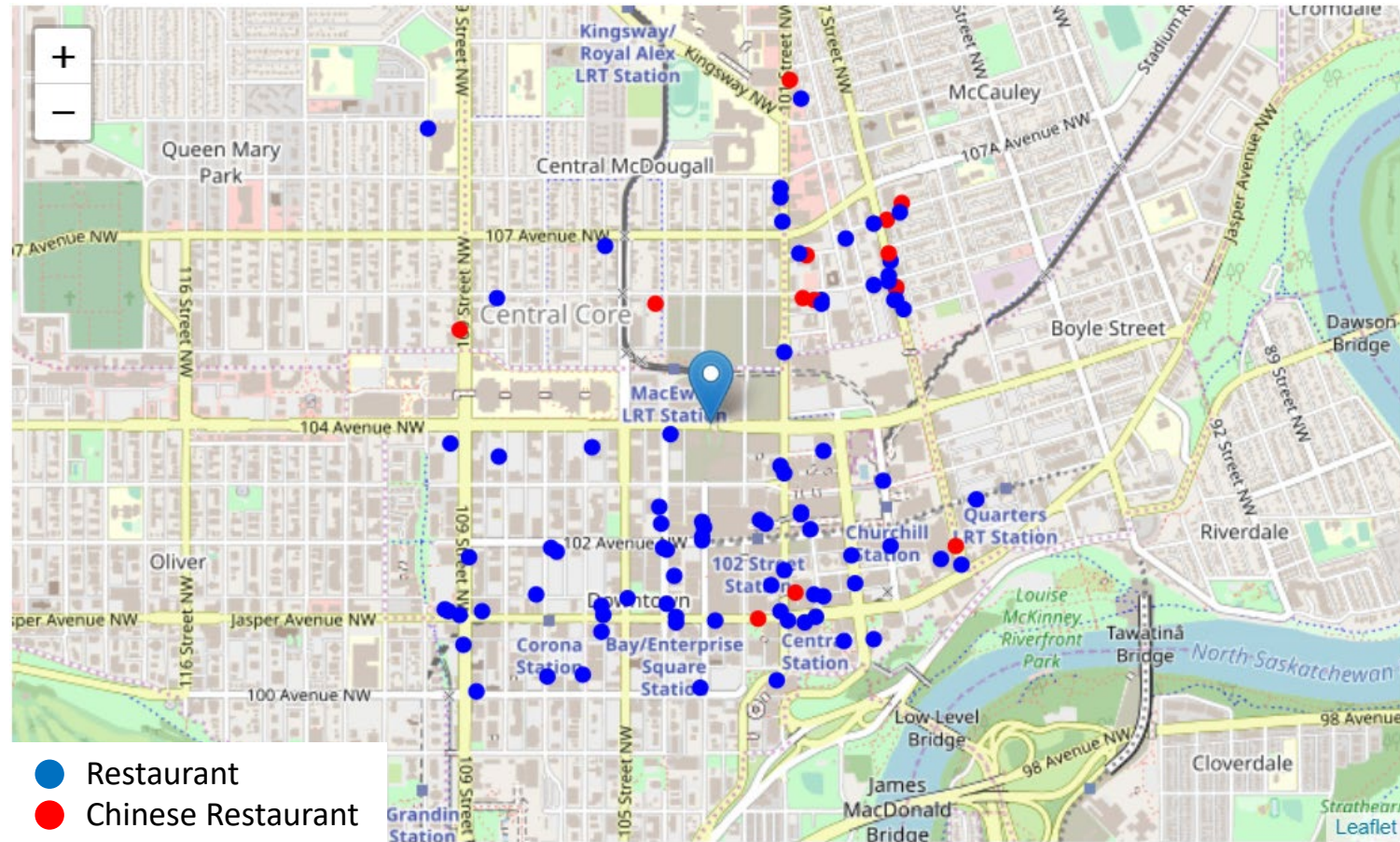
# DATA DESCRIPTION –Neighborhood Candidates



15 candidate neighborhoods map



# DATA DESCRIPTION –Foursquare Request



Total number of restaurants: 97

Total number of Chinese restaurants: 13

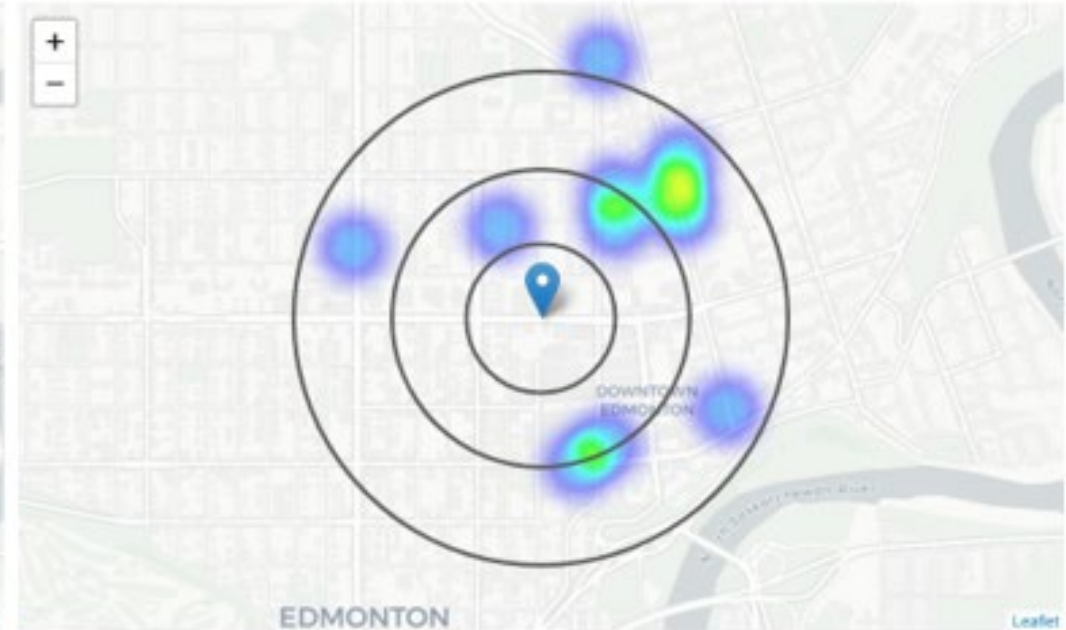
Percentage of Chinese restaurants: 13.40%

Average number of restaurants in neighborhood: 5.266666666666667

# EXPLORATORY DATA ANALYSIS –Density Heat Map



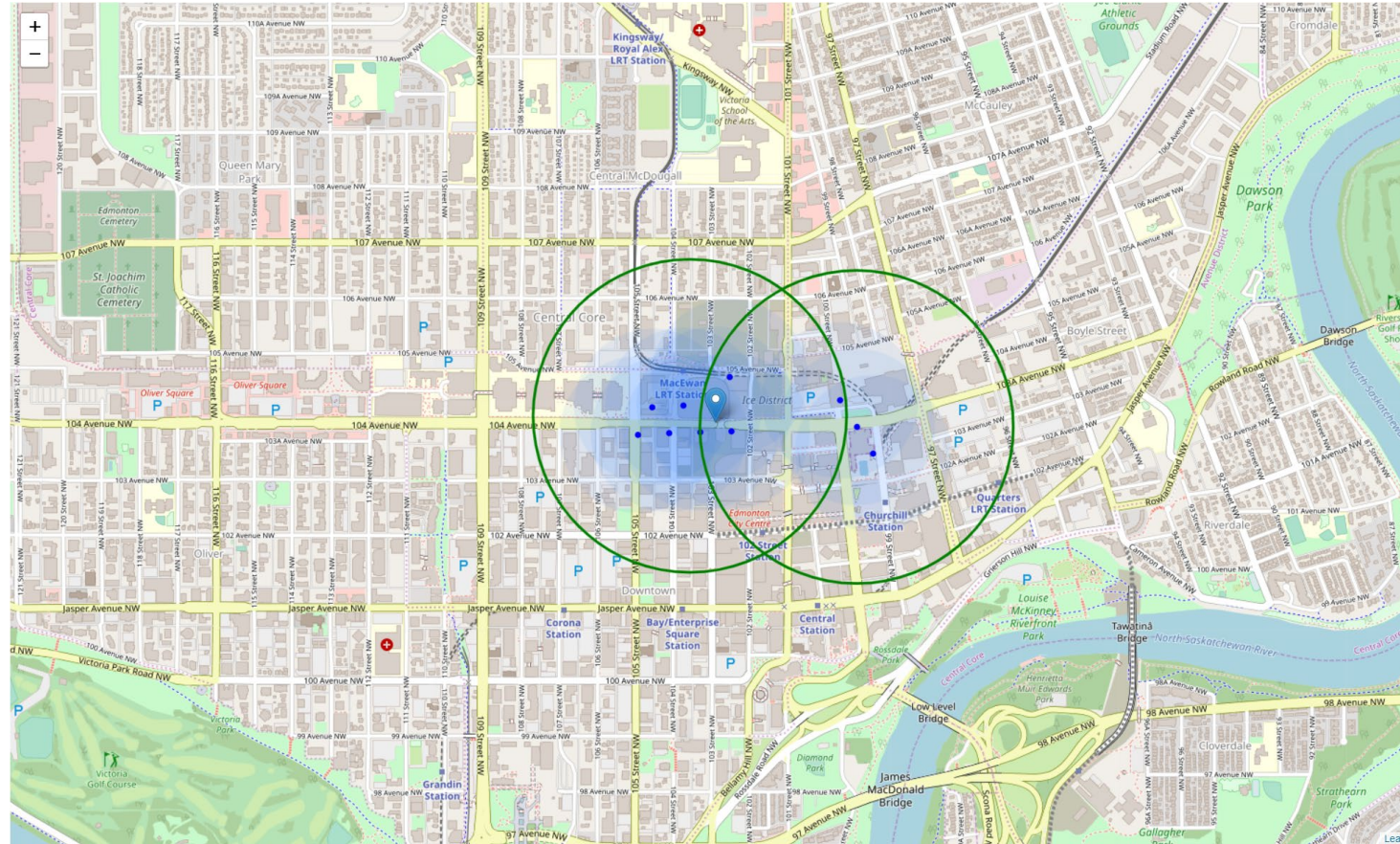
Density of restaurant heat map



Density of Chinese restaurant heat map



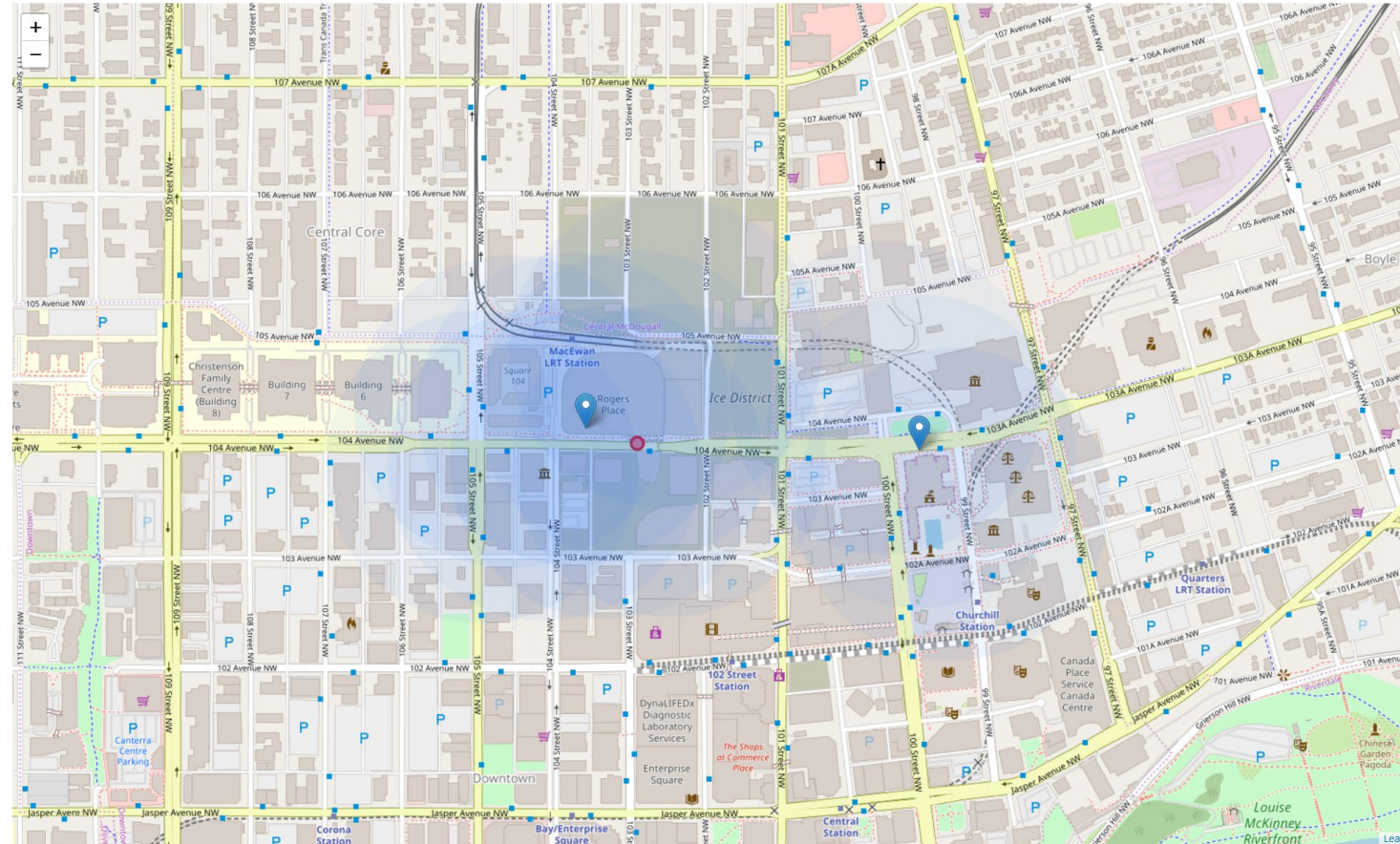
# EXPLORATORY DATA ANALYSIS



K-Means Clustering Method



## RESULT



Addresses of centers of areas recommended for further analysis

99 Street & 103A Avenue, Edmonton => 450.92m from Rogers Place  
10224 104 Ave NW, Edmonton => 85.13m from Rogers Place



- Rent
- Cost – Benefit
- Availability
- City Zoning