

BATTLE OF NEIGHBORHOODS



Deciding the location to open a business requires careful analysis of location

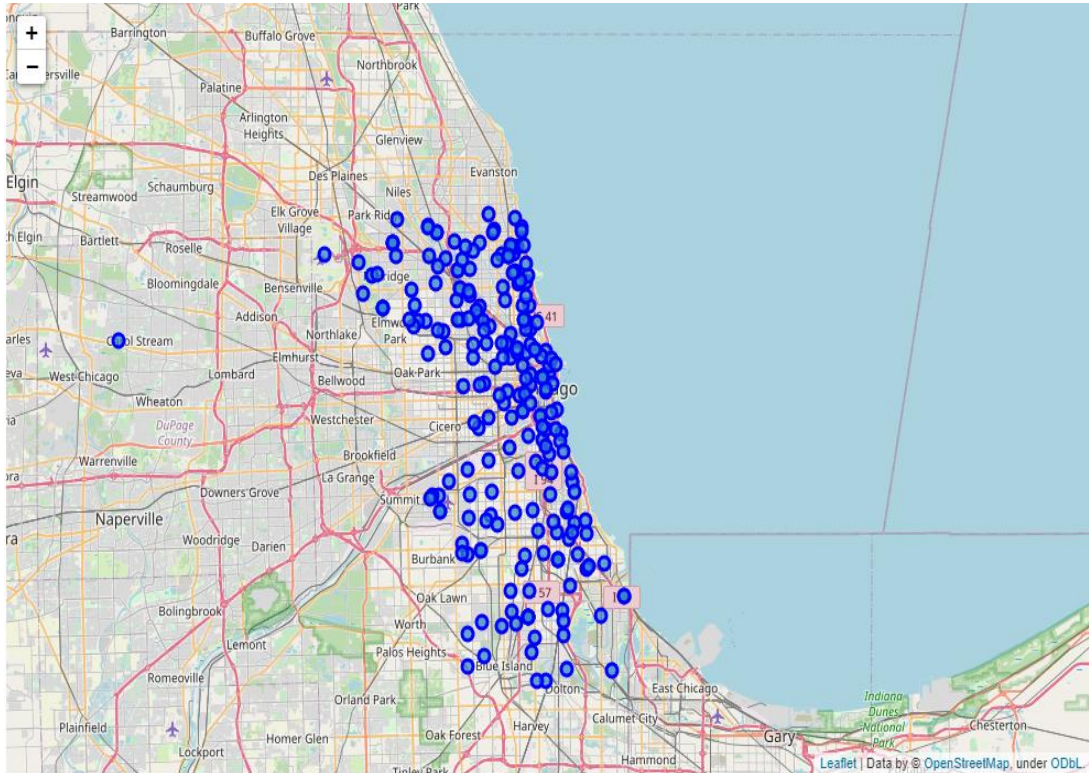
- Location plays an important role in the success of a restaurant business
- Careful analysis is required to determine the location with respect to existing similar businesses
- The location with less competition is most likely to be successful

Data acquisition

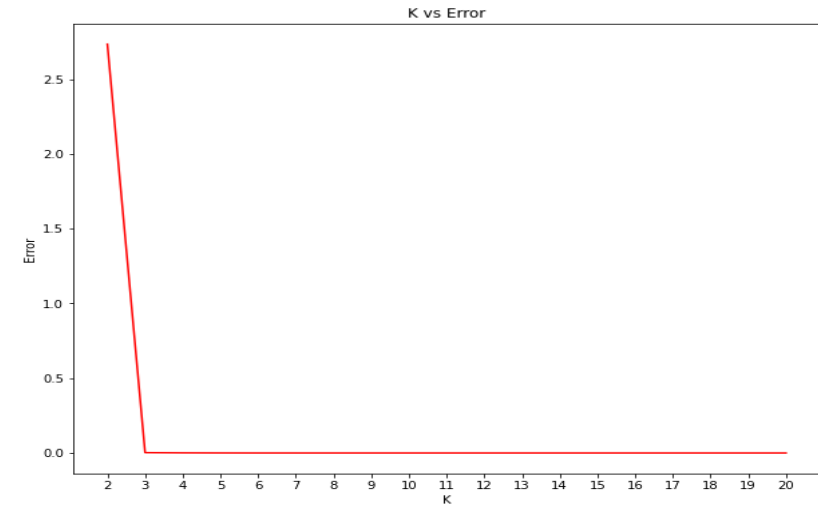
To solve this problem we require the below data

- List of neighborhoods in Chicago
https://en.wikipedia.org/wiki/List_of_neighborhoods_in_Chicago.
- Latitude and Longitude coordinates to plot the map and determine the nearby venues - Geocoder
- Nearby venues with category – Foursquare API
- The final data had 246 neighborhoods

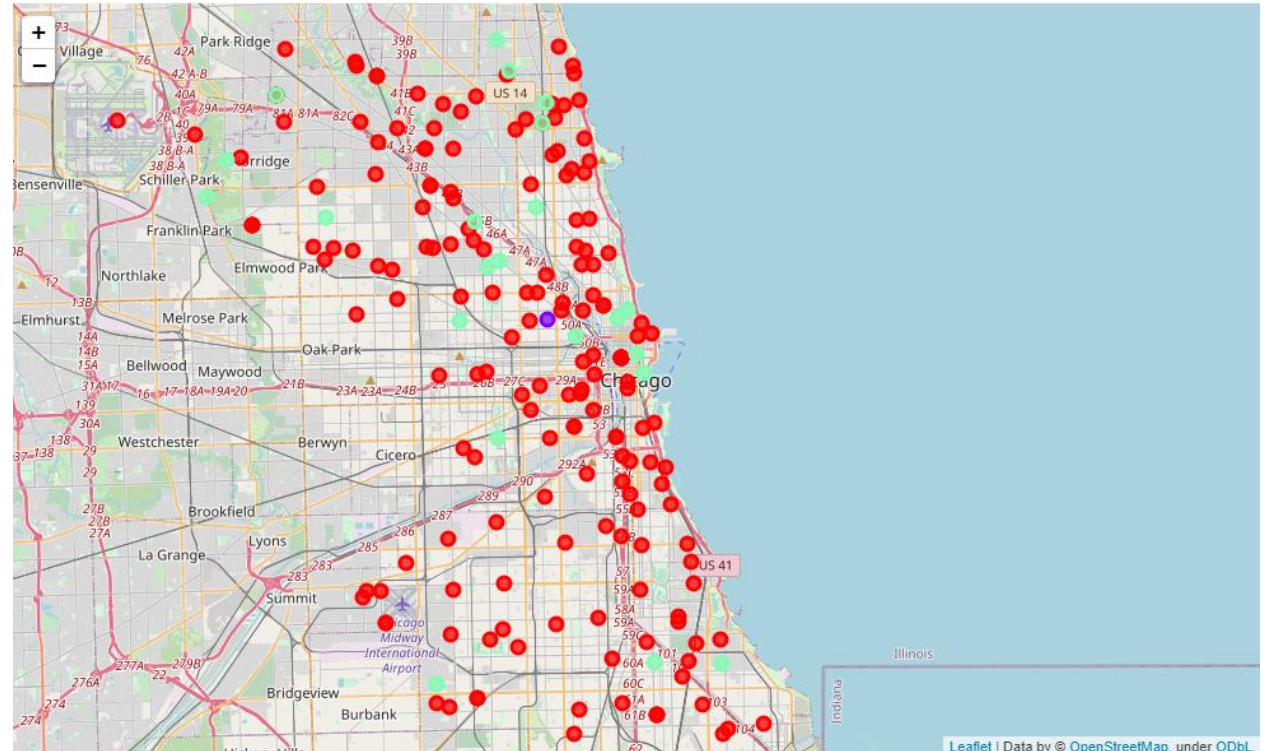
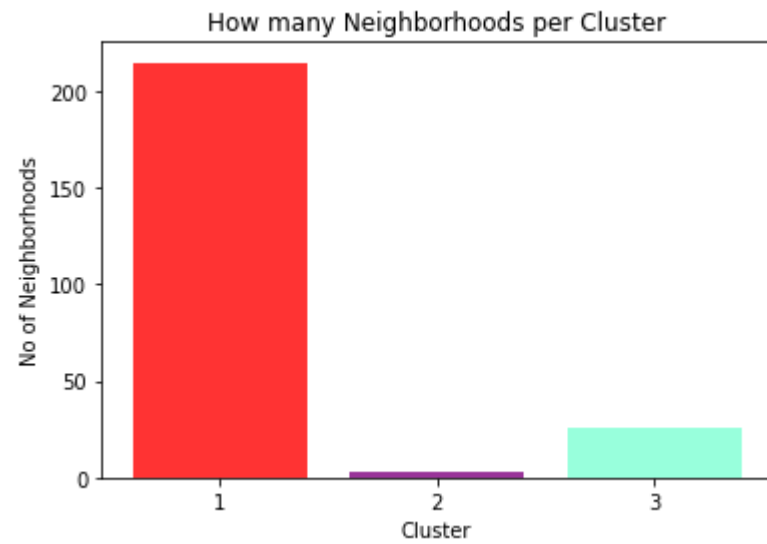
Map of Chicago neighborhoods



Elbow plot to determine the optimum clusters



K Means clustering



Conclusion and future directions

- Built a k-means clustering model to identify the locations of the restaurant
- The model does not consider other factors like population of the neighborhood, Market trends etc
- Further analysis can be done considering the above factors