

Another Restaurant in Greenville ?

Data Science Capstone

Goal

- Can we decide the best location for a restaurant given freely available data for Greenville and surrounding areas (including foursquare)

Stakeholders

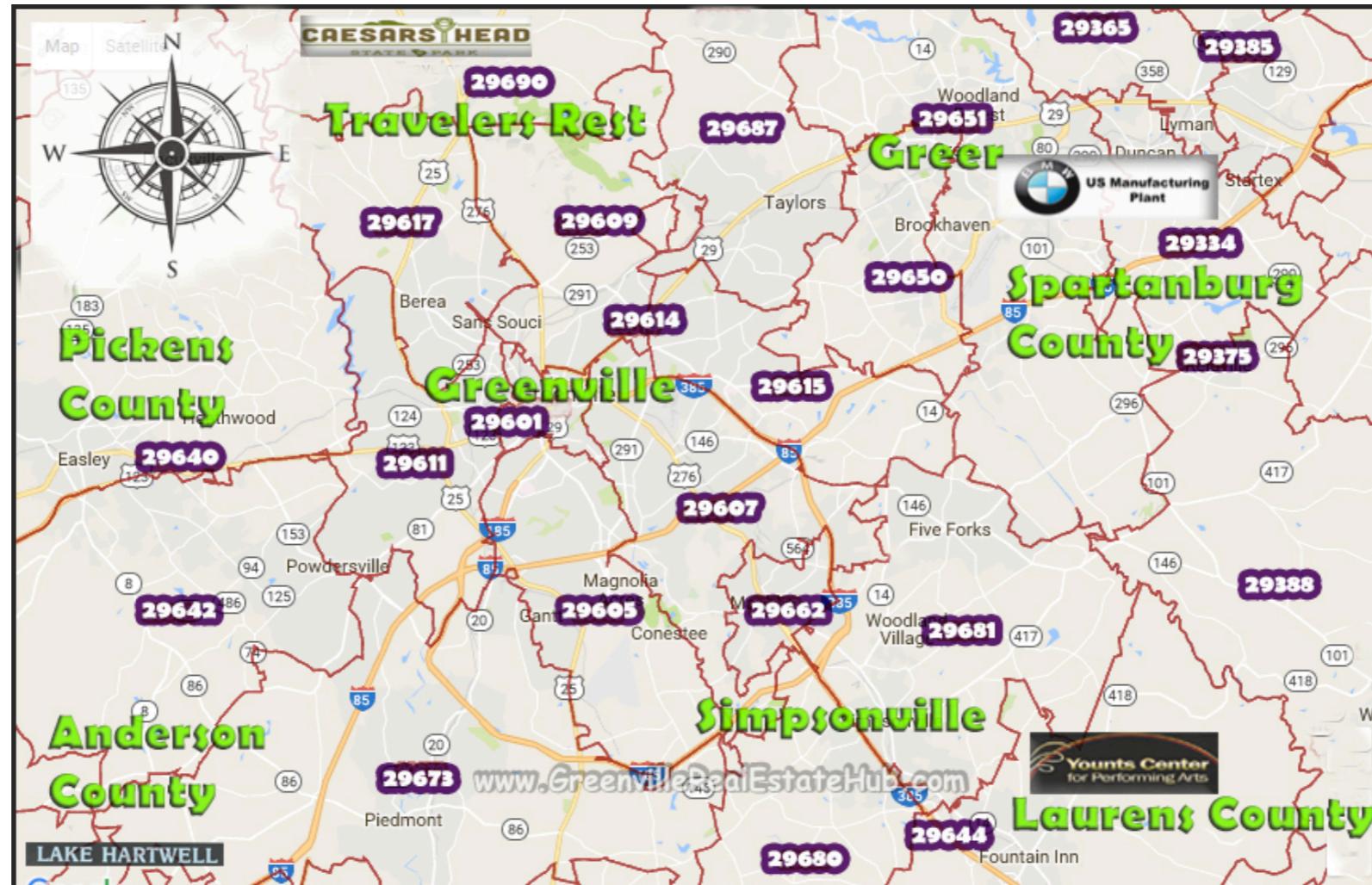
- Principal and silent business partners. Investment bank loan officers.

Greenville Anderson Mauldin Statistical Area



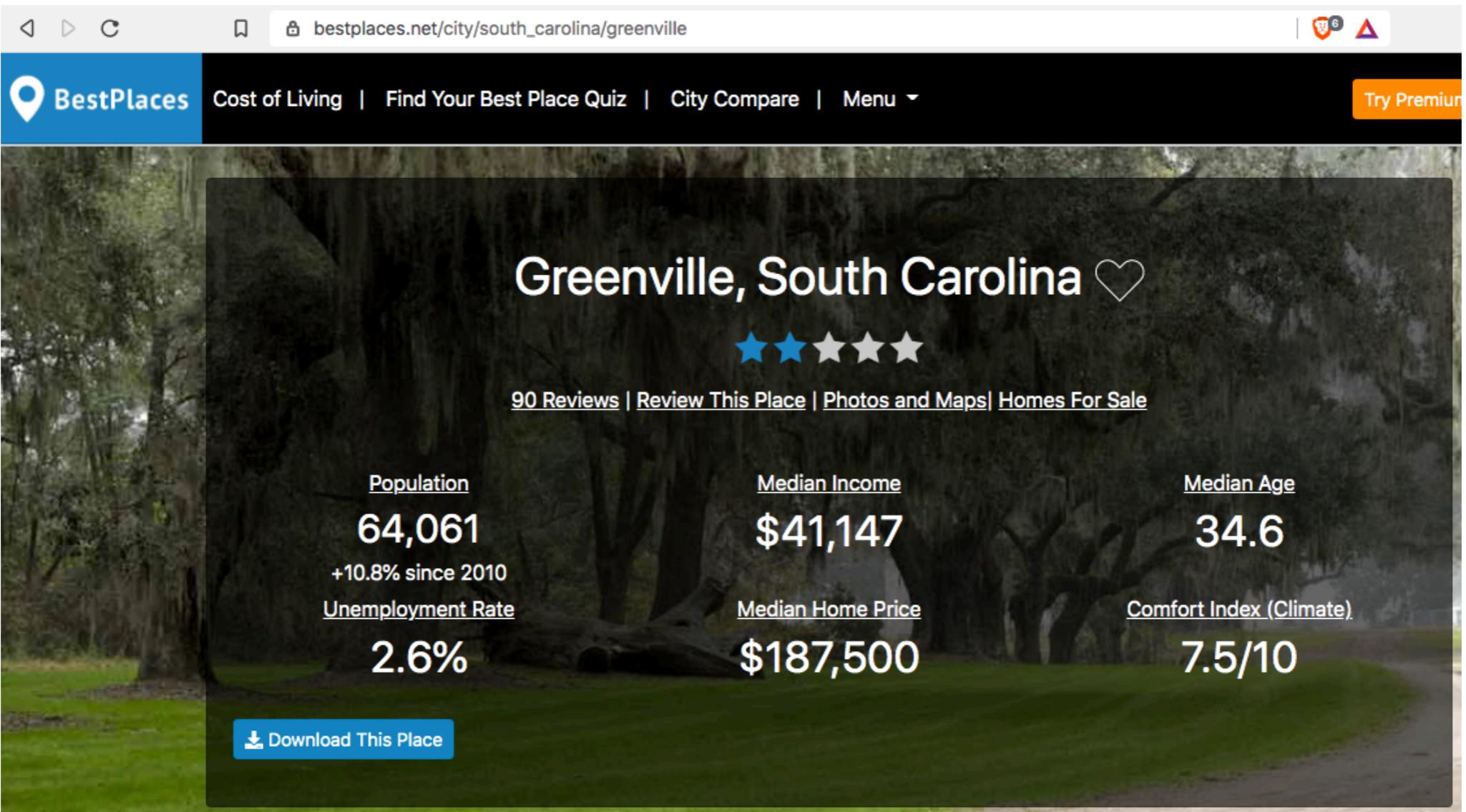
- Grew 16% from 2010 through 2019
- State grew sixth fastest in 2020
- Includes parts of Greenville, Pickens, Anderson, and Laurens county
- Approximately 750K people in Anderson and Greenville Counties

Zip Codes



- 48 identified in both counties

Property and Crime Data



The screenshot shows a web browser displaying the BestPlaces website for Greenville, South Carolina. The page features a large, dark-toned background image of a park or forest area. At the top, there's a navigation bar with links for 'Cost of Living', 'Find Your Best Place Quiz', 'City Compare', 'Menu', and 'Try Premium'. Below the navigation, the city name 'Greenville, South Carolina' is prominently displayed with a heart icon. A five-star rating is shown below the title. Underneath, there are several key statistics: Population (64,061, +10.8% since 2010), Median Income (\$41,147), Median Age (34.6), Unemployment Rate (2.6%), Median Home Price (\$187,500), and Comfort Index (Climate) (7.5/10). A blue button at the bottom left says 'Download This Place'.

bestplaces.net/city/south_carolina/greenville

BestPlaces Cost of Living | Find Your Best Place Quiz | City Compare | Menu Try Premium

Greenville, South Carolina

★★★★★

90 Reviews | Review This Place | Photos and Maps | Homes For Sale

Population
64,061
+10.8% since 2010

Median Income
\$41,147

Median Age
34.6

Unemployment Rate
2.6%

Median Home Price
\$187,500

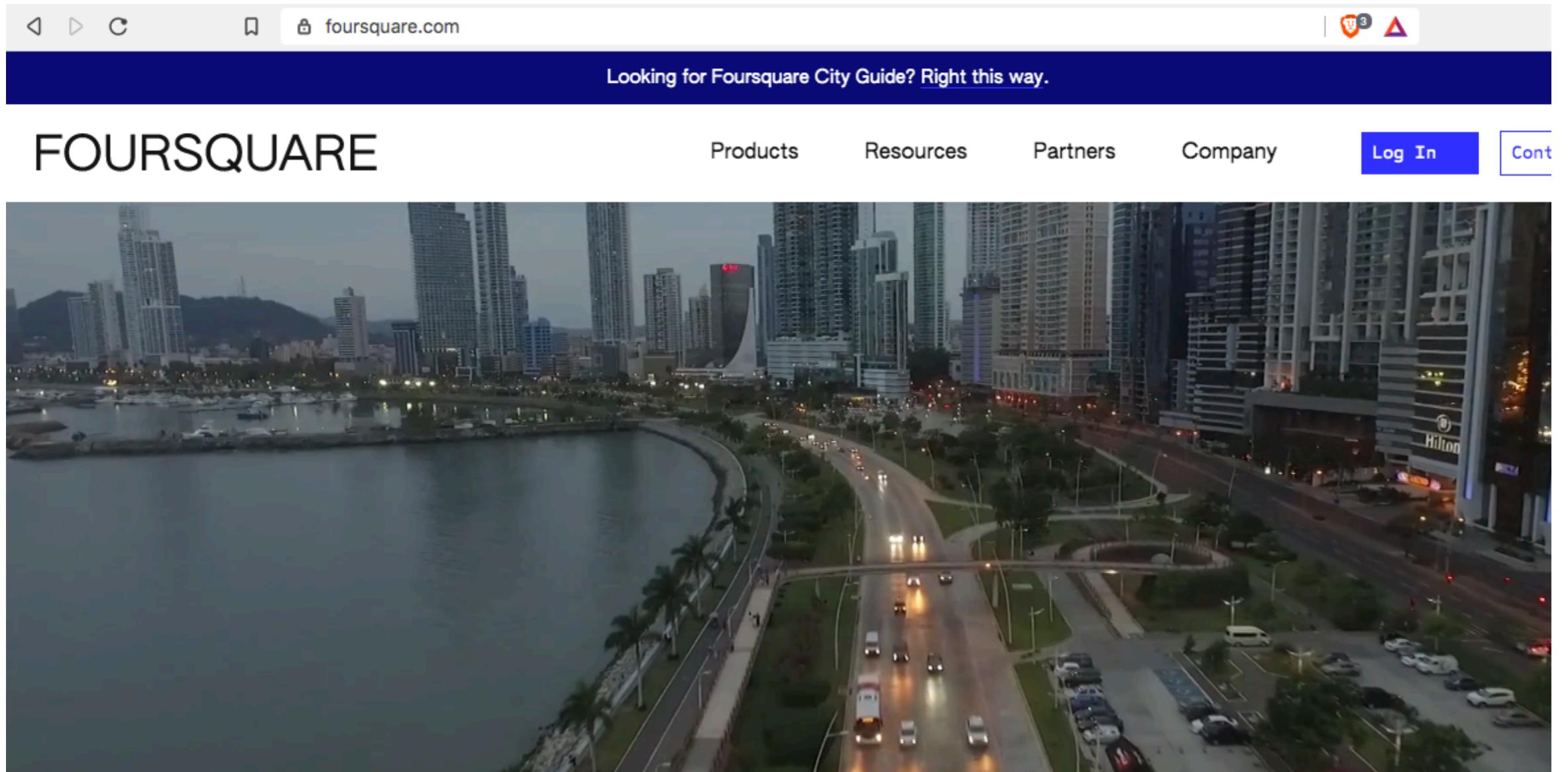
Comfort Index (Climate)
7.5/10

Download This Place

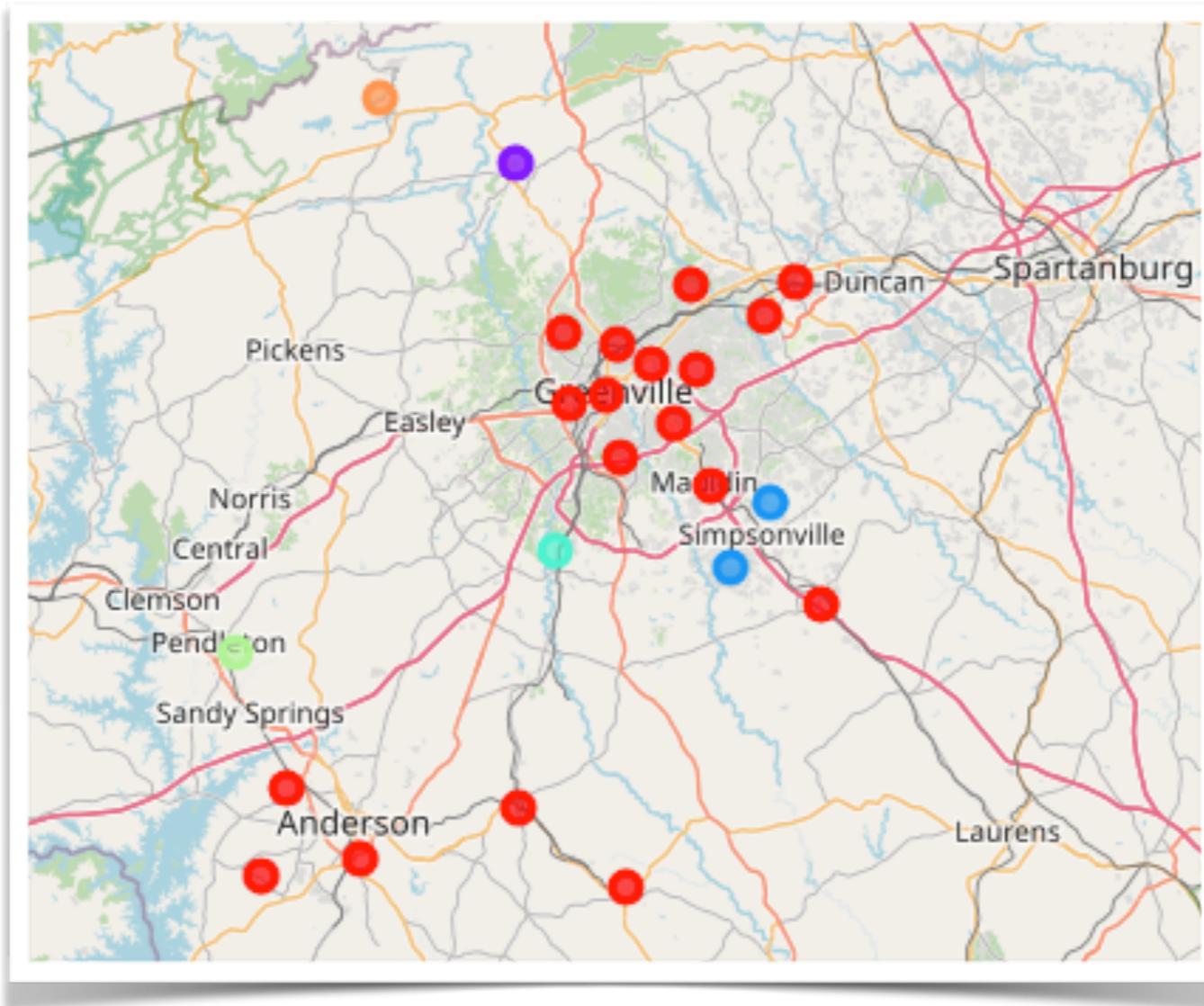
Transit Data

The screenshot shows the homepage of walkscore.com. At the top, there is a navigation bar with icons for back, forward, and refresh, followed by the URL 'walkscore.com'. To the right of the URL are social media sharing icons for Facebook, Twitter, and LinkedIn. Below the navigation bar, the 'Walk Score' logo is displayed, featuring the word 'Walk Score' in blue with a red location pin icon. To the right of the logo are links for 'Get Scores', 'Find Apartments', 'My Favorites', 'Add to Your Site', and 'Log in'. A large banner image of a park with modern wooden arches and a city skyline in the background spans the width of the page. Overlaid on the banner is the text 'Live Where You Love' in white. Below the banner is a search bar containing the text 'Simpsonville, SC' and a blue search button with a magnifying glass icon. The overall layout is clean and modern, designed to provide users with quick access to walkability scores and related services.

Venue Data

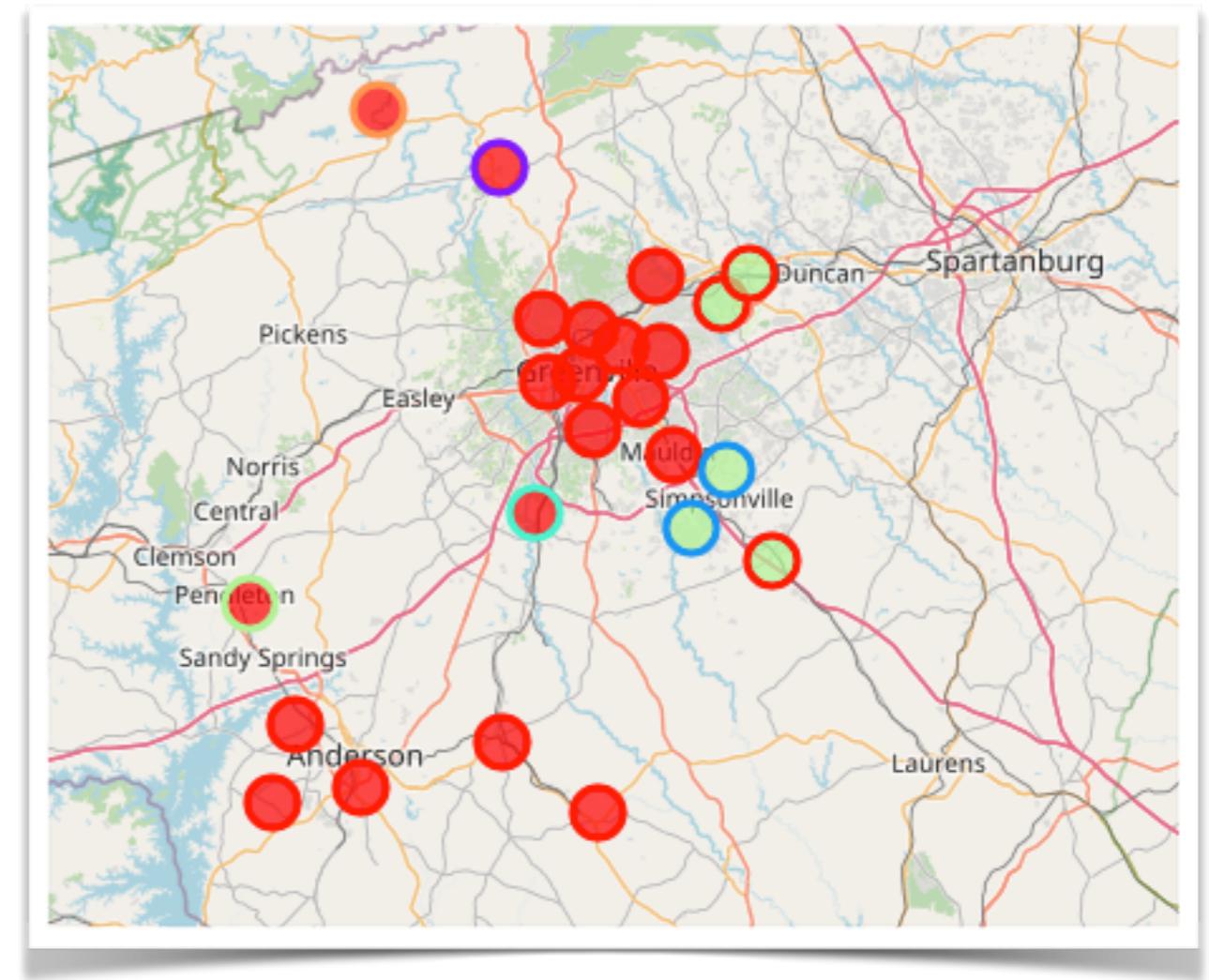
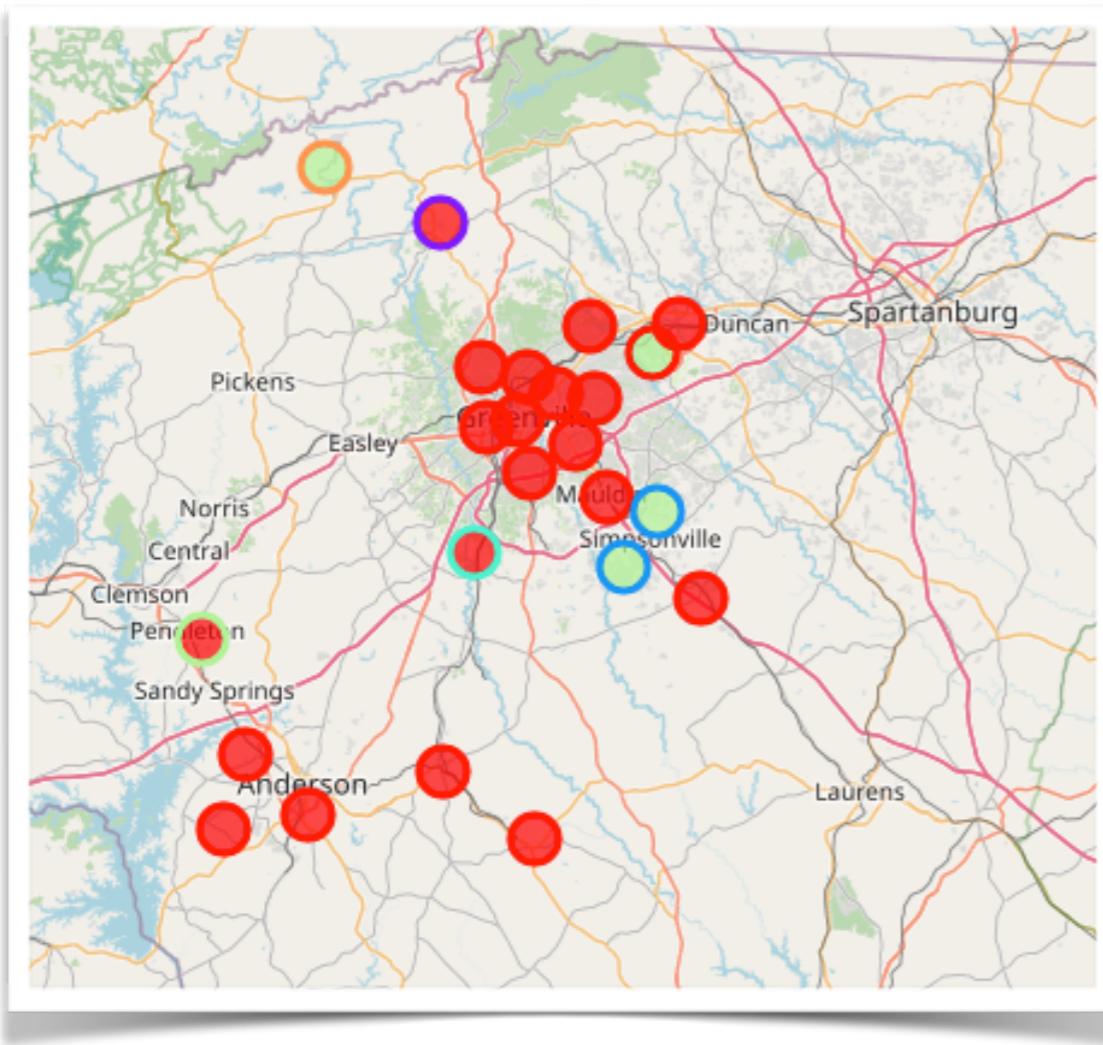


Clusters



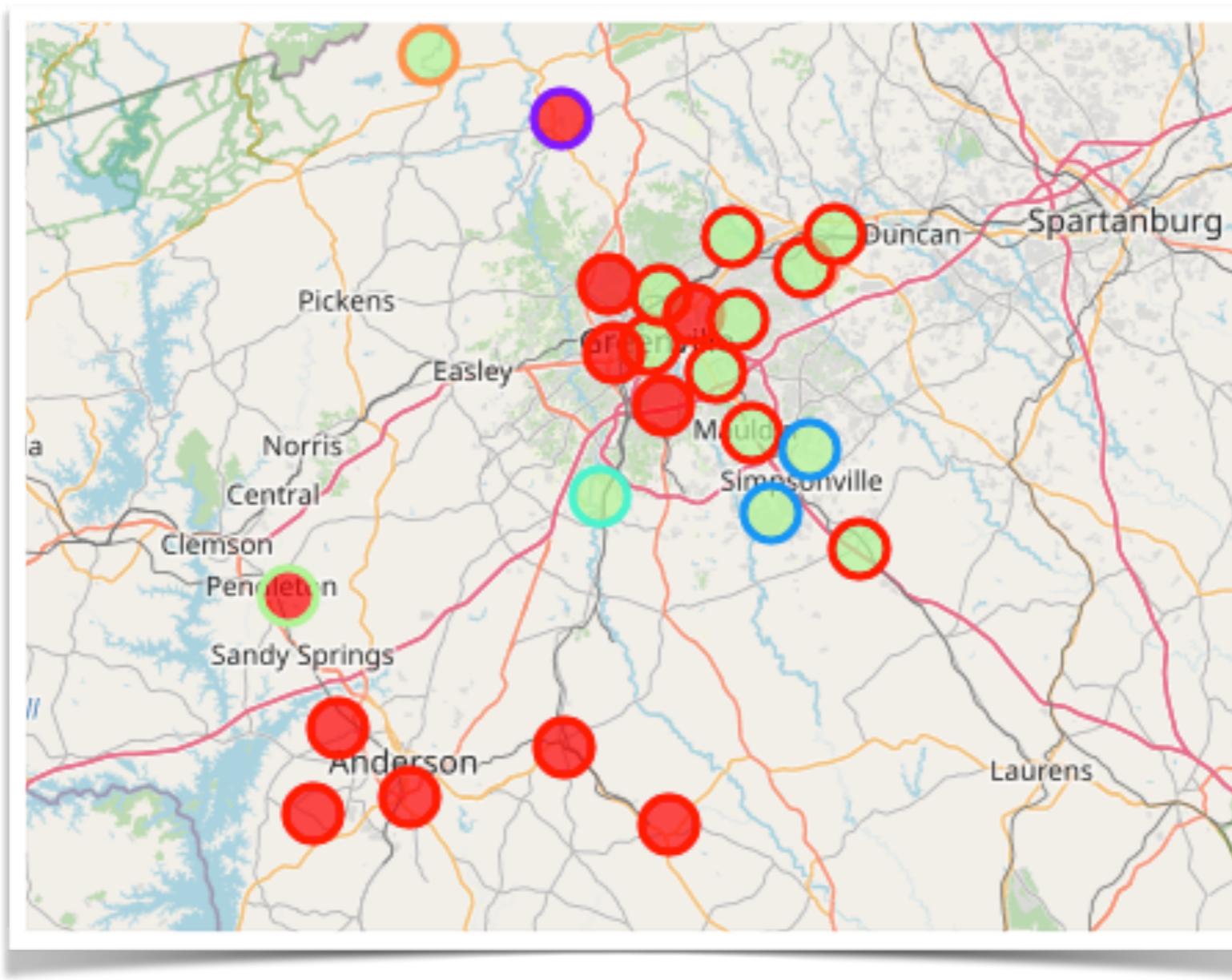
- Red is restaurants as most common venue

Crime



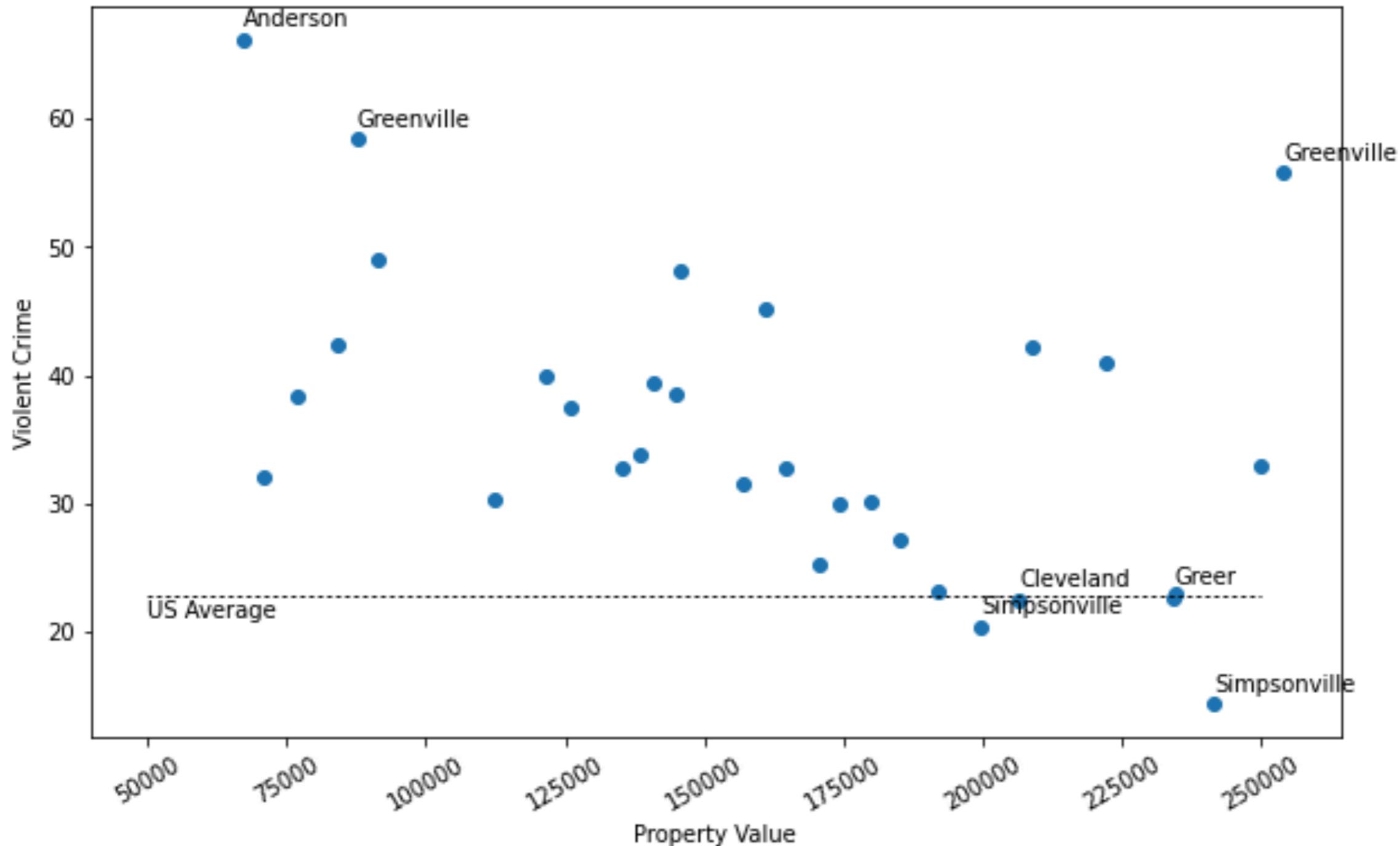
- Violent and property crime (green is below average)

Property Values

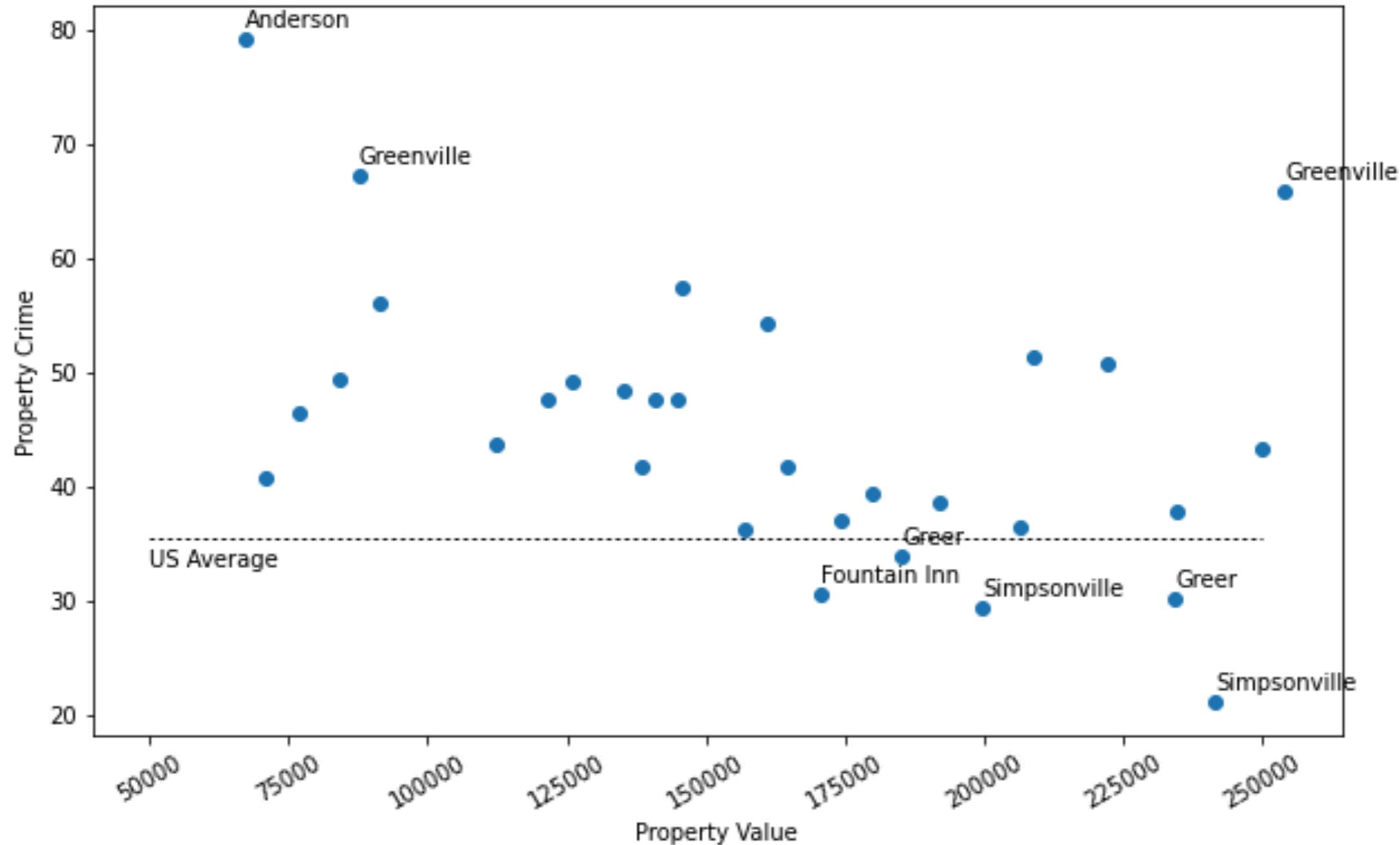


- Green is above local average

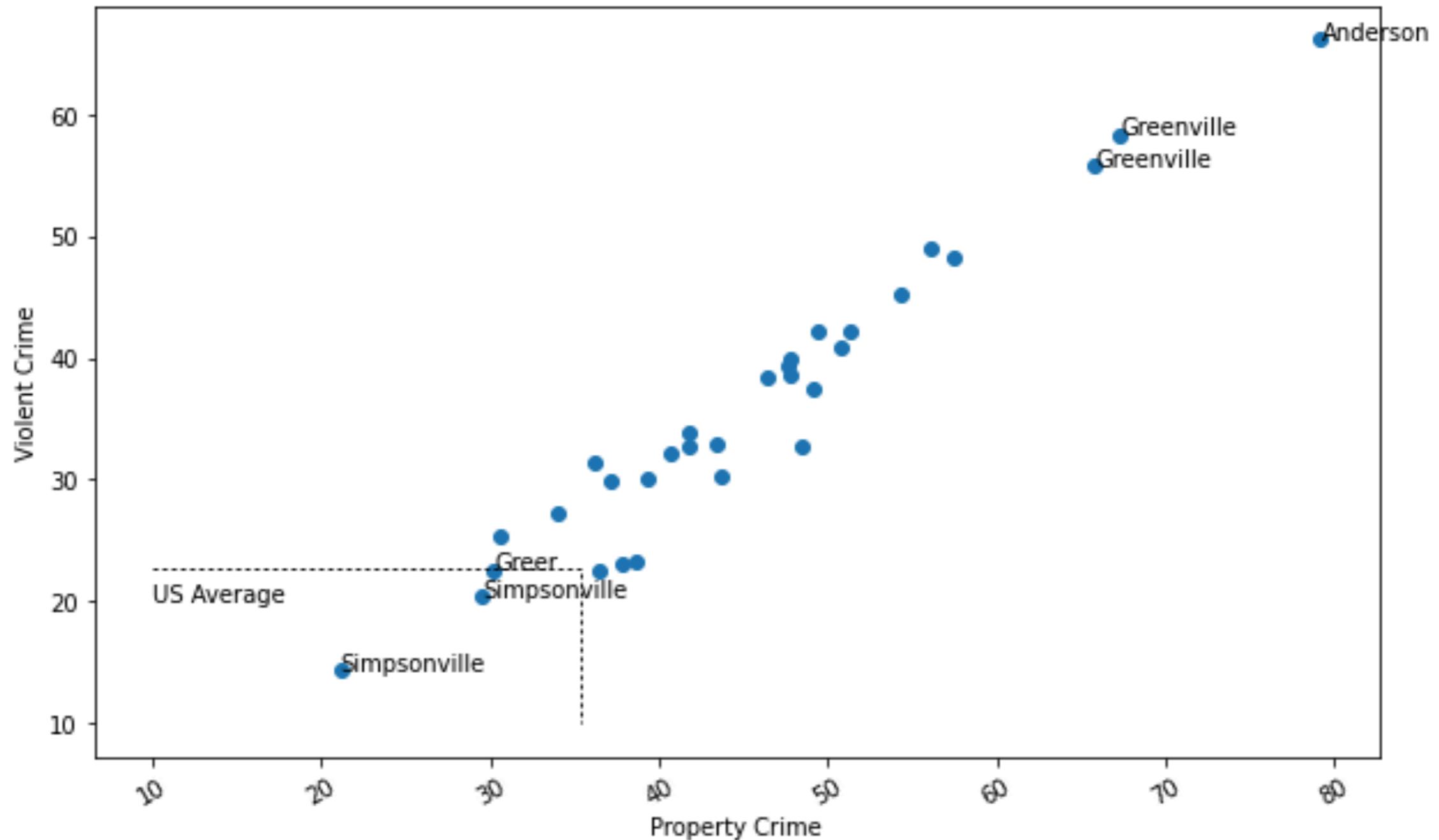
Crime Correlations



Crime Correlations



Crime Correlations



Manual Walk Scores

	Walk Score	Bike Score
Simpsonville	22	26
Greenville	43	41
Anderson	33	34

Conclusions

- Simpsonville may be a good location to open a new restaurant
 - Pros: low crime, high property value, not as much competition
 - Cons: low walk and bike score, not at current metropolitan centers (Greenville, Anderson cities)