

## Seafood Restaurant Expansion in SC

Analysis of South Carolina Restaurants, Cities, and Towns

Prepared for the Yachtsman Group



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## Introduction

**Problem Statement:** A business owner with the Yachtsman Group is looking to expand their popular seafood restaurant into South Carolina. They have a couple of models of their restaurant (the Yacht Stop - mid-range menu pricing and the Yacht Club - upscale). They would like to know what the market looks like in the state for restaurants, particularly seafood restaurants. If the market is open for their restaurant models, the business owner will commit to opening two restaurants in the state to start.

I will identify the types of restaurants in the cities and towns. I will use this information along with location information to determine which areas would be the best options to open seafood restaurant(s).

### Assumptions before starting data analysis:

- South Carolina is a coastal state, so the market may be oversaturated with seafood restaurants.
- Major coastal, tourist cities would have a higher concentration of seafood restaurants.

**Note:** I list the assumptions to see if they hold true at the end of the modeling and analysis.

## Data Used

I will use the following data sources to gather a list of cities, towns, and venues for each. Once the information is gathered I will use different methodologies to analyze the data to summarize the best locations for my clients to open their restaurant(s).

**Wikipedia** | To find restaurants located in South Carolina, we need a list of all cities and towns. The data is available in the Wikipedia page. In the project, we will scrape the towns and cities table information available from the Wikipedia page.

Source: [https://en.wikipedia.org/wiki/List\\_of\\_cities\\_and\\_towns\\_in\\_South\\_Carolina](https://en.wikipedia.org/wiki/List_of_cities_and_towns_in_South_Carolina)

**Geocoder Nominatim** | I need to gather the geolocation (latitude and longitude) of all the towns and cities. In order to get this information, I will use the Geocoder Nominatim OpenStreepMap (OSM) API to get the geographical location (latitude and longitude) of each town/city.

**FourSquare** | I will use FourSquare crowdsource data to get all the restaurant and category details of all the venues of type of *food*. I will use the endpoint – *Venues*.