

IBM APPLIED DATA SCIENCE CAPSTONE

Opening a New Chinese Restaurants in Los Angeles, California.

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Introduction

Los Angeles, with one of the largest diasporic Chinese populations outside Asia, is widely regarded as an epicenter for Chinese cuisine. Although the best chinese restaurants are mostly concentrated in the ethnic enclaves of the San Gabriel Valley, there are increasingly more in neighborhoods throughout L.A., from historic Chinatown to the Westside.

Combining exotic flavors with great services and availability, Chinese food slowly climbed the rungs of the ladder to emerge as the top ethnic cuisine, and the most popular worldwide.

For chinese restaurants owners are taking advantage of this trend to build more restaurants to cater for the rising demand.

As a result, there are many chinese restaurants in the city of Los Angeles. But as with any business decision, opening a new chinese restaurants requires serious consideration and is a lot more complicated than it seems. Particularly, the location of the restaurants is one of the most important decisions that will determine whether the chinese restaurants will be a success or a failure.

Business Problem

The objective of this capstone project is to analyse and select the best locations in the city of Los Angeles, California to open a new chinese restaurants. Using data science methodology and machine learning techniques like clustering, this project aims to provide solutions to answer the business question: In the city of Los Angeles, California, if a chinese restaurants owner or franchisee is looking to open a new chinese restaurants, where would you recommend that they open it?

Target Audience of this project

This project is particularly useful to chinese restaurants owners or franchisee looking to open or invest in new chinese restaurants in Los Angeles, California. This project is timely as a lot of people in the city are craving for chinese restaurants and more of such can benefit both investors and customers immensely.