IBM Data Science Capstone Project

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Determining a Location for a New Restaurant in Troy, AL

Introduction

The city of Troy, AL is a small college town located in South-Eastern Alabama. Troy is divided by a major highway that leads directly to the beach. Because of this, Troy has several fast-food options for those passing through, but not many sit-down restaurant options for the residents and university students of Troy.

Business Problem

Levi Smith, a young entrepreneur, is looking to open a restraint that can fill this void in the community. He has a concept for a menu and bar that would attract the locals and college students alike. His main concern now is location. He would like his restaurant to stand apart from all of the fast food and chain restaurants in Troy. He also need the location to be somewhere that college students and local families can easily access. Mr. Smith believes that the best location would be somewhere outside of the main hub of food options, but not somewhere where it is the only restaurant around.

Data

For this project, I will be primarily using Four Square API. Four Square API is a database that provides tons of information about venue location. It will allow me to find all restaurant's in the area and their locations. I will use only the information of restaurants located within city limits as Mr. Smith wants his restaurant to be accessible by the public and college students alike. The data provided by Four Square API will allow me to plot the area's existing restaurants in order to determine a location for Mr. Smith's restaurant that meets all of his criteria.