

Exploring food business start-up

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Overview

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- Data source and methodology
- Results and discussion
- Conclusion

Introduction & business statement

- Our client needs help in exploring the possibility of starting a food business in the area Hilliard, Ohio, USA. He wants me to use data science to facilitate taking the best decision.

Data source and methodology

- I used mainly Foursquare platform to obtain the location coordinates, starting from a given address.
- I obtained all the restaurants in the area.
- I stored the data in a pandas dataframe for processing.
- I extracted information pertaining to the ratings of each of the 17 restaurants.

Results and discussion

- The table below shows the 8 rated restaurant with there rating.

Name	Rating
Bob Evans	6.2
Bob Evans Restaurant	7.3
Perkins Restaurant & Bakery	7.4
Rusty Bucket Restaurant and Tavern	7.6
Louie's Grill Fusion Restaurant	7.7
First Watch	7.8
El Vaquero	8
Grand China	8

- It is obvious that 'Bob Evans' business is doing the worst among area dinning spaces.

Conclusion

- The initial choice to start the business will be ideally near the business with the lowest rating, and that's the initial recommendation we are giving our client. Of course, further analysis need to take place to understand why that particular business, 'Bob Evans', is struggling.