

Potential Restaurant in Ballard

Presented by Trang Ha

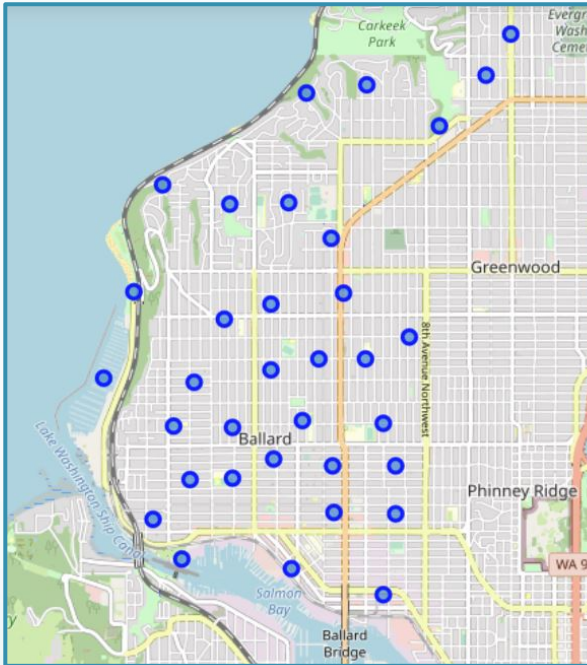
Business Problem

- Goal: open a new restaurant in Ballard, Seattle.
- Need recommendations about location and type of cuisine to serve.

Data Source

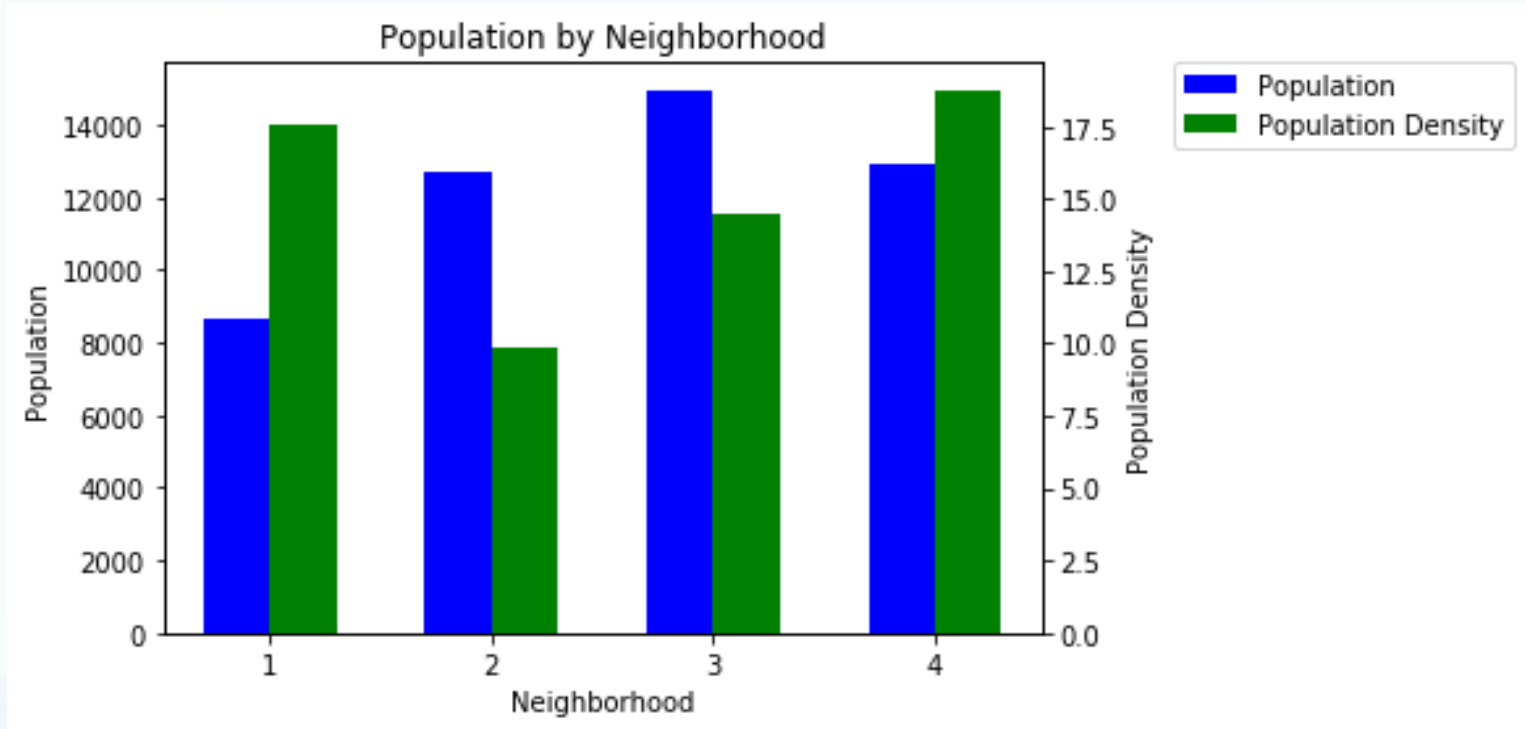
- Geographic Files from the Office of Planning & Community Development
 - Information about different neighborhoods and districts in Seattle
- Official State Data Website
 - Geographic locations of neighborhoods
 - Demographic attributes of residents by neighborhood

Neighborhoods in Ballard



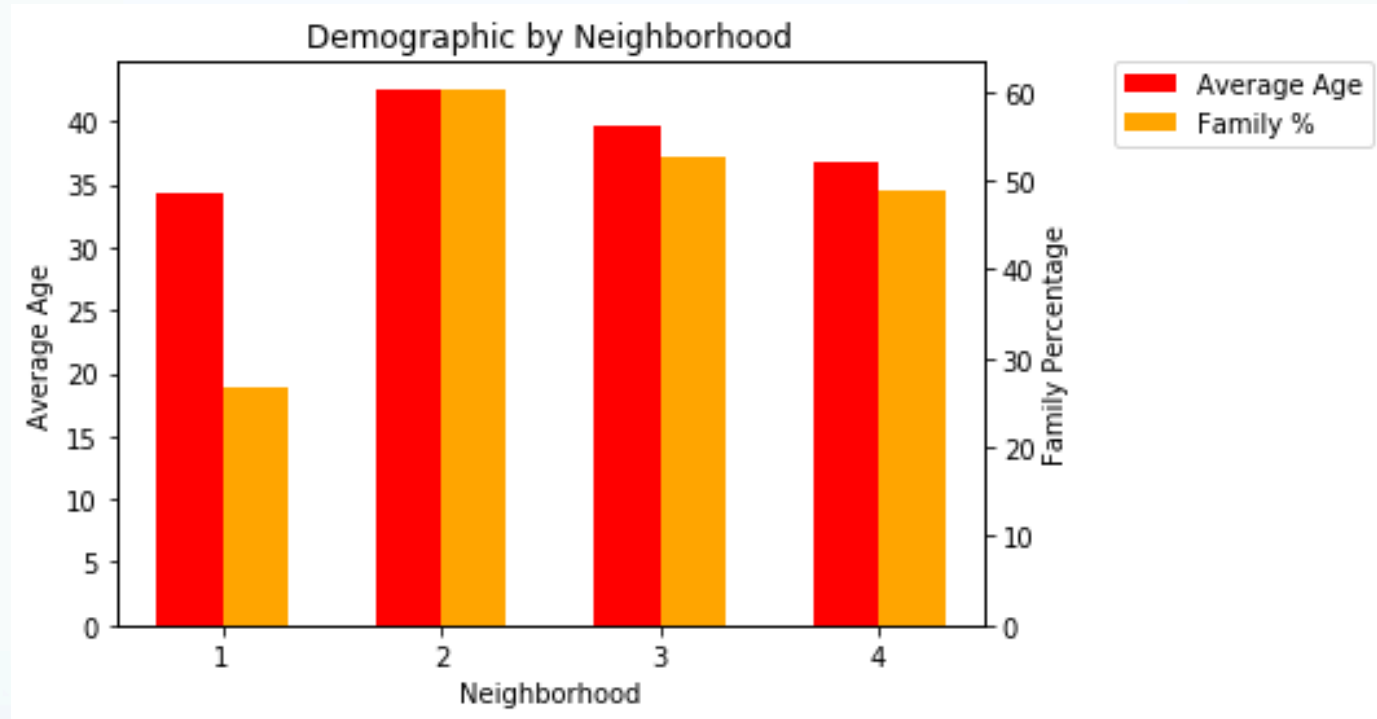
- Nbh 1 – lower Ballard: Ballard, West Woodland, Adams with 51 food venues
- Nbh 2 – upper Ballard: Crown Hill, North Beach, Blue Ridge with 25 food venues
- Nbh 3 – west Ballard: Sunset Hill, Golden Gardens, Loyal Heights, Shilshole with 20 food venues
- Nbh 4 – east Ballard: Whittier Heights, Loyal Heights, Crown Hill with 19 food venues

Potential Customer Profiles



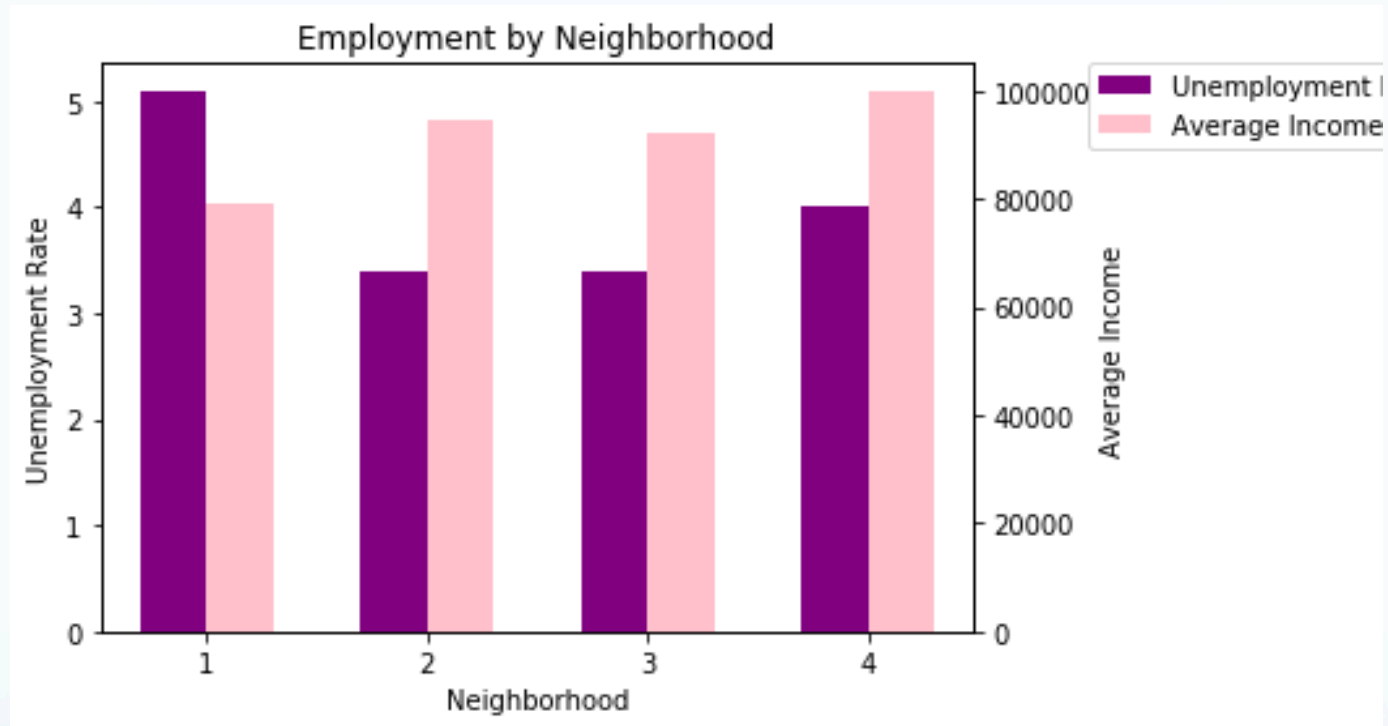
- Nbh 3: more residents yet spread out
- Nbh 1: less people yet crowded
- Nbh 4: high amount of residents with highest population density

Potential Customer Profiles



- Nbh 1 & 4: younger residents
- Nbh 1: majority is single; Nbh 2 – 4: 50% family

Potential Customer Profiles



- Nbh 1: highest unemployment rate, lowest average income
- Nbh 4: median unemployment rate, highest average income
- Nbh 2 & 3: similar average employment profile

Food Scene in Ballard

Venue Category	Neighborhood			
	Ballard, West Woodland, Adams	Crown Hill, North Beach, Blue Ridge	Sunset Hill, Golden Gardens, Loyal Heights, Shilshole	Whittier Heights, Loyal Heights, Crown Hill
American Restaurant	1	2	1	0
Asian Restaurant	0	2	0	0
BBQ Joint	2	1	1	0
Burger Joint	5	1	2	0
Caribbean Restaurant	0	0	0	1
Chinese Restaurant	1	1	0	0
Dim Sum Restaurant	0	1	0	0
Diner	0	0	1	0
Food	0	0	2	1
Food & Drink Shop	0	0	1	0
Food Truck	2	1	0	3
French Restaurant	1	0	1	1
Greek Restaurant	0	1	0	1
Hot Dog Joint	1	0	0	0
Indian Restaurant	1	0	0	0
Italian Restaurant	2	0	1	1
Kebab Restaurant	0	0	1	0
Korean Restaurant	0	0	1	0

Food Scene in Ballard

Venue Category	Neighborhood			
	Ballard, West Woodland, Adams	Crown Hill, North Beach, Blue Ridge	Sunset Hill, Golden Gardens, Loyal Heights, Shilshole	Whittier Heights, Loyal Heights, Crown Hill
Latin American Restaurant	1	1	0	0
Mediterranean Restaurant	1	1	0	0
Mexican Restaurant	6	2	2	1
Middle Eastern Restaurant	0	0	1	0
Moroccan Restaurant	0	1	0	0
New American Restaurant	5	0	0	0
Pizza Place	2	7	2	2
Poke Place	1	0	0	0
Restaurant	0	0	2	1
Sandwich Place	6	1	0	1
Scandinavian Restaurant	0	0	0	1
Seafood Restaurant	3	0	0	0
Sushi Restaurant	4	0	0	0
Taco Place	0	0	1	1
Tapas Restaurant	1	0	0	0
Thai Restaurant	2	1	0	2
Vegetarian / Vegan Restaurant	1	0	0	0
Vietnamese Restaurant	2	1	0	2

Recommendation

- Suggested Location: Nbh 4 – east Ballard: Whittier Heights, Loyal Heights, Crown Hill
 - Good size of population with high density
 - Financial Stability
 - Less competitive due to relatively low number of restaurants in the area
- Suggested Type of Restaurant: American/Italian with vegetarian/vegan options included
 - Relative young residents; 50% living with family

Thanks for listening!