

Selecting the Best
Location
for a
Mexican
Restaurant
in the
Salt Lake City,
Utah Area

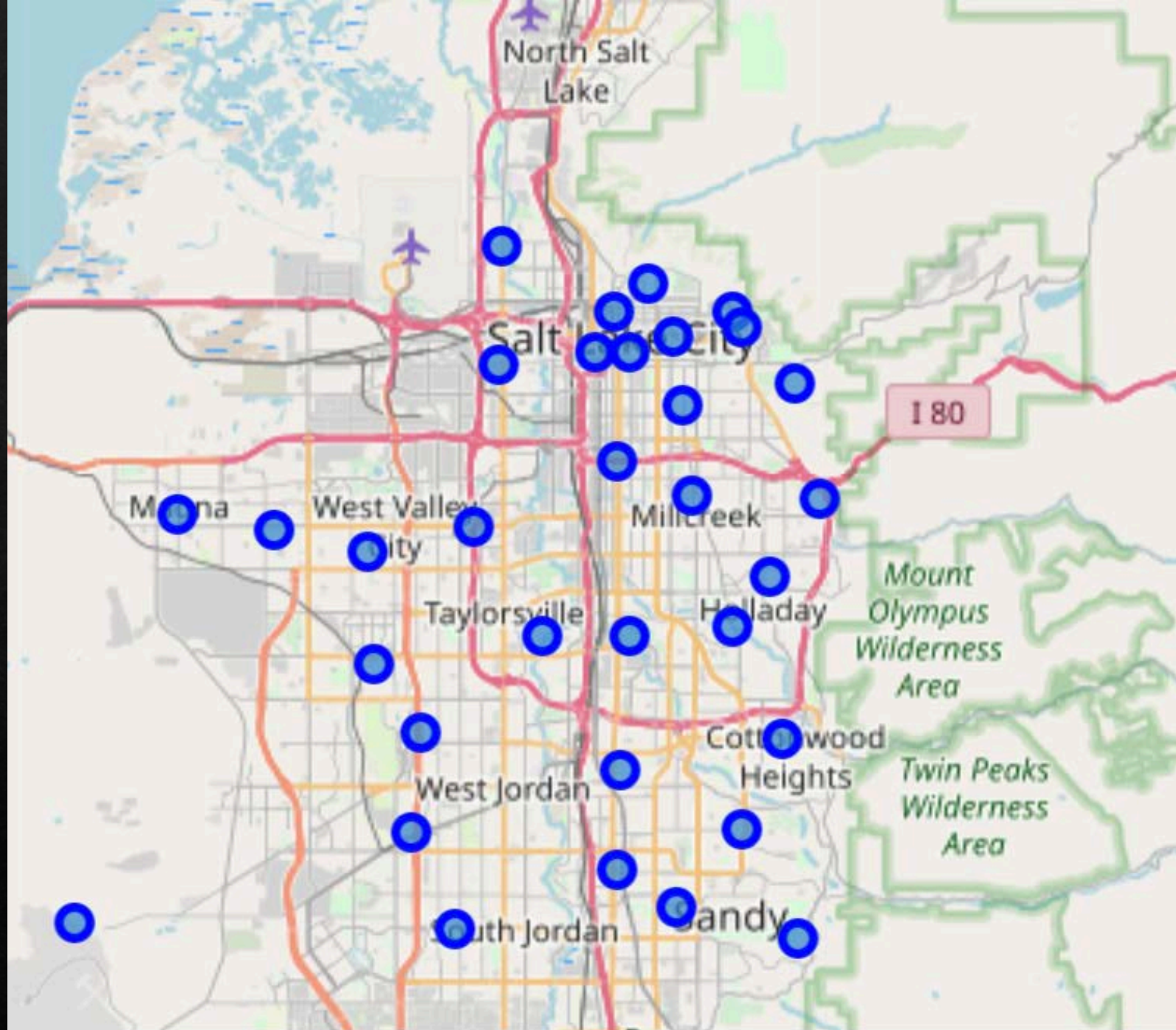


Introduction

- Mexican food is the 3rd most popular cuisine in Utah
- 50% higher than the national average
- What location has the least competition for the greatest population?

Data

- Foursquare – venue locations by category and popularity
- US Census Bureau – population by postal code



Methodology

1. Determine the count of Mexican Restaurants by postal code
2. Determine the count/population by postal code
3. Postal code with the lowest ratio is the target area
4. Find the top venue in target area and locate restaurant close by

Results

Postal Code Count/Population

	Zipcode	City	County	Population	Latitude	Longitude	Count	Count/Population
4	84095	South Jordan	Salt Lake	65890	40.561598	-111.960880	1	0.000015
7	84106	Salt Lake City	Salt Lake	36160	40.706246	-111.856570	1	0.000028
11	84116	Salt Lake City	Salt Lake	35841	40.790309	-111.940180	1	0.000028
8	84107	Salt Lake City	Salt Lake	34302	40.659997	-111.883940	1	0.000029
1	84047	Midvale	Salt Lake	33343	40.614997	-111.887040	1	0.000030

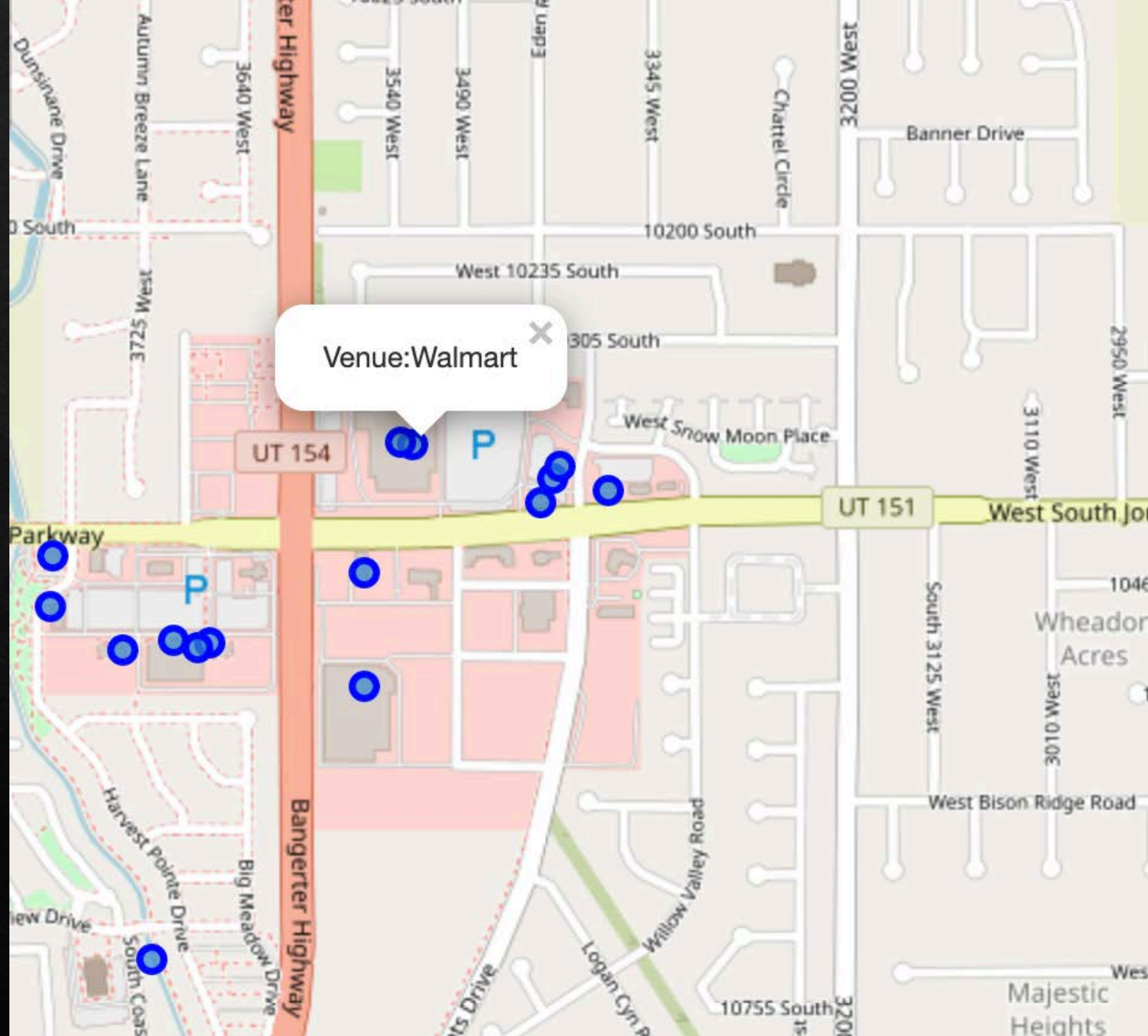
South Jordan is affluent, with mean income of \$119,416

Most Popular Venues in South Jordan, Utah

	Venue	Venue Latitude	Venue Longitude	Venue Category
0	Costco	40.559808	-111.975857	Warehouse Store
1	Walmart	40.563091	-111.975016	Big Box Store
2	Vasa Fitness	40.560443	-111.979258	Gym / Fitness Center
3	Harmons Grocery	40.543447	-111.977755	Grocery Store

Costco and Walmart are the top two venues in South Jordan

Near Walmart and Costco



Conclusion and Recommendation

- Locate your Mexican Restaurant near Costco and Walmart in South Jordan, UT
- Recommend further analysis of properties for sale or lease near target area