Introduction/Business Problem

For my business problem, I am going to open a Mexican restaurant in Minneapolis, Minnesota. I need to find a location that most excites stakeholders, most likely investors. Using the Four Square data, I want to find locations that are not too close to other Mexican restaurants, but near other types of restaurants that other Mexican restaurants are near. Essentially, we are assuming that being too close to another Mexican restaurant may reduce revenue, but also assuming other Mexican restaurants are successful, we want ours located in an area with similar characteristics. As part of a well-defined strategy, investors may be more willing to invest with a good location selected.