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.

Data

To be able to perform this analysis, we need to create a data set that includes information regarding location and restaurant type. We may also want to incorporate review data. We will map out the restaurants in Minneapolis and see if any natural clusters form. If so, we may just need to identify clusters without Mexican restaurants. If not, we may need to find locations that are equidistant from existing Mexican restaurants. Another option could present itself if a cluster contains a Mexican restaurant, but it has relatively low ratings. This could allow our restaurant to enter the area and overtake the poorly performing restaurant.