

Restaurant Locations in Downtown Charlotte, NC

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Identifying Best Locations to Build a Restaurant

- According to the small business website, choosing a restaurant's location is based on 4-major components:
 - Parking
 - Accessibility
 - Visibility
 - Population Base
- There is 1 other factor that should be considered as well:
 - Optimizing the ratio of Non-Restaurant venues to the value of Restaurant venues for a given location.

Identifying Best Locations to Build a Restaurant (Cont.)

- Let's assume the criteria, as specified by the small business website, is satisfied, and only focus on identifying the best location based on the number of non-restaurant venues against the number of restaurant venues.
- To Execute properly, we will perform the following:
 - Gather data from the FourSquare API
 - Standardize/modify the data
 - Cluster the venues
 - View a map containing the associated clusters
 - Visually identify the best possible locations

Gather/Standardize Data

- Data was collected by utilizing the FourSquare API to gather all necessary information related to venues within a specified radius. The following information was collected for each venue:
 - Latitude
 - Longitude
 - Venue's Name
 - Category of Venue (i.e. Theater, Restaurant, Park, etc.)
- After gathering the data, we standardized the “Category of Venue” column, by identifying venues that should be classified as a Restaurant i.e. sub shops, pizza places etc.

Gathering/Standardizing Visual

Gathering Data

/1:

	Neighborhood	Neighborhood Latitude	Neighborhood Longitude	Venue	Venue Latitude	Venue Longitude	Venue Category
0	Charlotte, NC	35.227087	-80.843127	Blumenthal Performing Arts Center	35.227930	-80.841951	Performing Arts Venue
1	Charlotte, NC	35.227087	-80.843127	Belk Theater	35.227711	-80.841663	Concert Hall
2	Charlotte, NC	35.227087	-80.843127	The Capital Grille	35.228216	-80.841974	American Restaurant
3	Charlotte, NC	35.227087	-80.843127	The Punch Room	35.226354	-80.841747	Hotel Bar
4	Charlotte, NC	35.227087	-80.843127	Vapiano	35.226234	-80.844124	Italian Restaurant

Standardizing Data

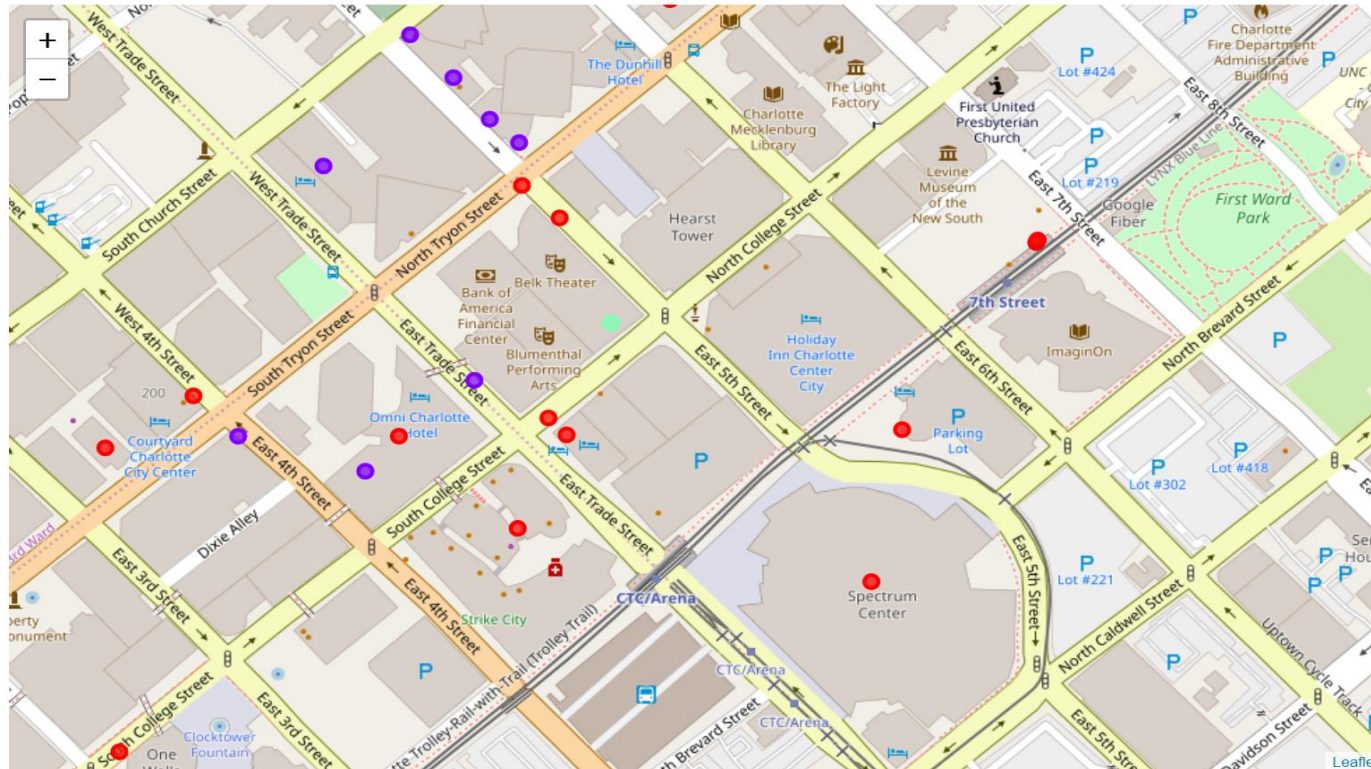
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4	Charlotte, NC	35.227087	-80.843127	Vapiano	35.226234	-80.844124	Restaurant

Cluster Venues

- To better identify the types of venues, the K-means machine learning algorithm was utilized to class the Restaurant venues. Also, it was used to further classify Non-Restaurant venues.

Create Map

- Legend:
 - Purple- Restaurants
 - Light Green- Theatres
 - Red- Other Non-Restaurant Venues



Selected Areas to Build Restaurant

- After viewing the map, I would build a restaurant along South/North College street because it contains a diverse range of the non-restaurant venues including Hotels, theaters, and financial centers while also minimizing the number of restaurants along the same street.

Sources

- Mealey, Lorri. “4 Location Strategies That Help Determine Where to Open a Restaurant.” *The Balance Small Business*, The Balance Small Business, 17 Feb. 2019, www.thebalancesmb.com/choosing-a-location-for-your-restaurant-2888635.