



# Selecting a Suitable Neighborhood In San Jose, California For Opening a New Indian Restaurant

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# Business Problem

- San Jose California is the capital of Silicon Valley
- As San Jose has a high concentration of Indian and Asian population, there is a demand and market for Indian food.
- This project analyses the best neighborhood where a new Indian Restaurant can be opened so that it will have less competition.
- This analysis will be of great interest for business entrepreneurs who want to invest in an Indian restaurant and looking for the most suitable venues for opening such a restaurant.

# Data

## Required Data

- Neighborhood data of San Jose city
- Geo locations of the neighborhoods
- Venue data of the Indian restaurants currently exist in San Jose

## Data Source

- San Jose Wikipedia page :  
[https://en.wikipedia.org/wiki/Category:Neighborhoods\\_in\\_San\\_Jose,\\_California](https://en.wikipedia.org/wiki/Category:Neighborhoods_in_San_Jose,_California)
- Nominatim API
- FourSquare API

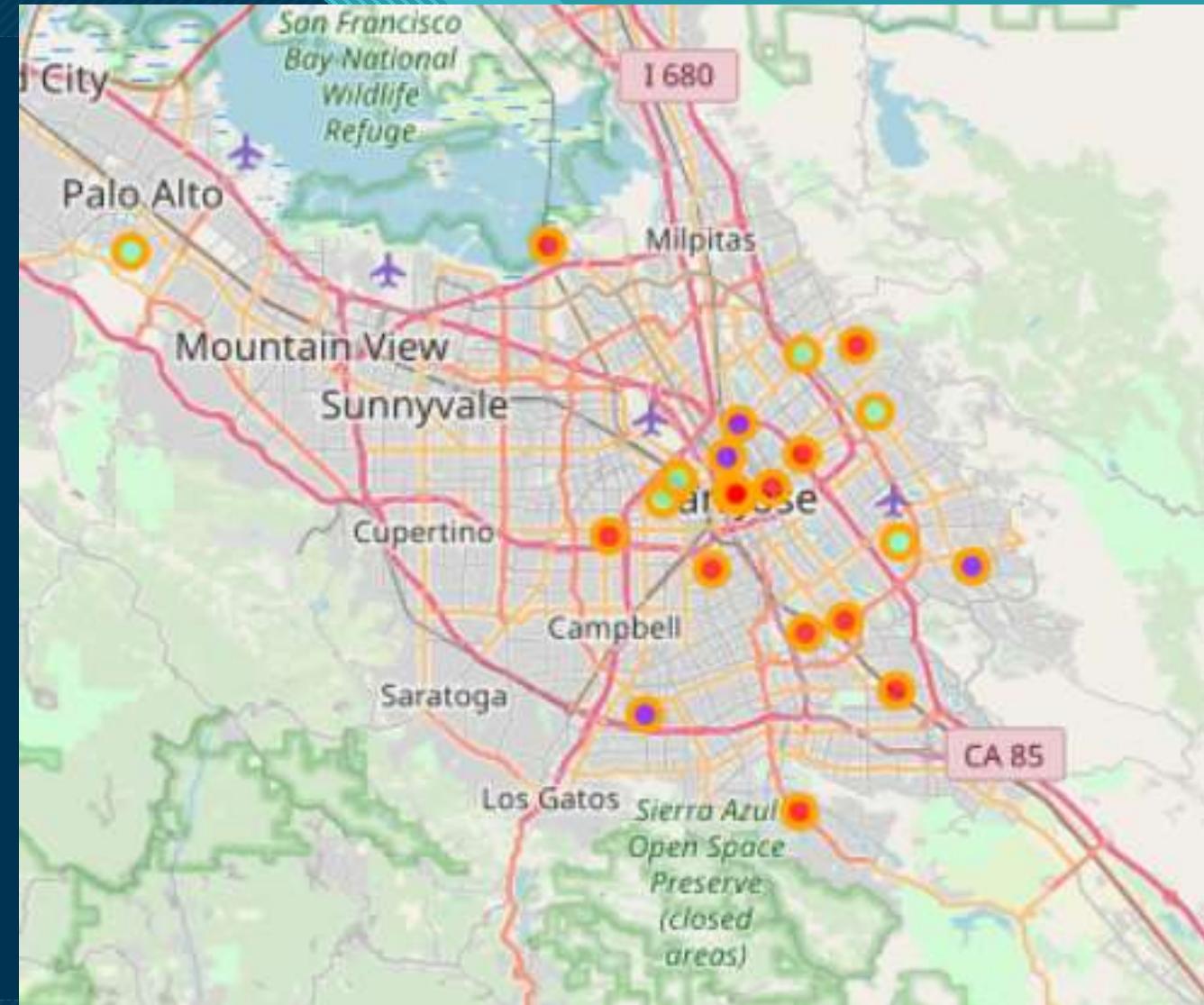


# Methodology

1. Build a data frame of neighborhoods in San Jose, California by web scraping the data from Wikipedia page
2. Get the geographical coordinates of the neighborhoods
3. Obtain the venue data for the neighborhoods from Foursquare API
4. Explore and cluster the neighborhoods
5. Select the best cluster to open a new Indian Restaurant

# Results

- Categorized the neighborhoods into 3 clusters:
  - Cluster 0: Neighborhoods with low/no existence of Indian restaurants
  - Cluster 1: Neighborhoods with high concentration of Indian restaurants
  - Cluster 2: Neighborhoods with moderate number of Indian restaurants



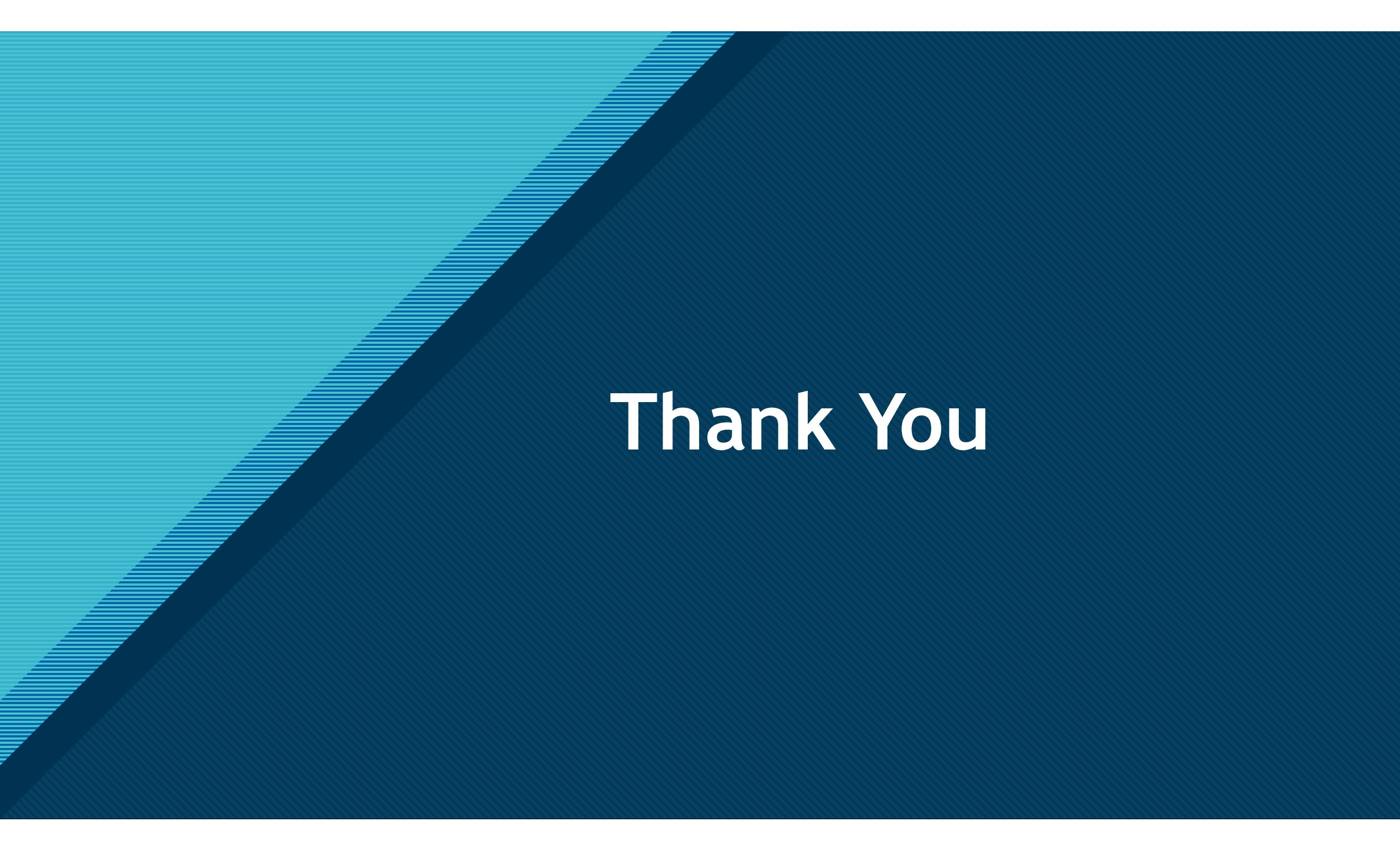
# Discussion

- Most of the Indian Restaurants are concentrated in the northern part of the San Jose city
- Cluster 0 has very low number or no Indian restaurants in the neighborhoods. This represents a great opportunity and high potential to open new Indian restaurants in cluster 0 areas
- Therefore, this project recommends businessmen to open new Indian restaurants in neighborhoods in cluster 0
- Businessmen are advised to avoid neighborhoods in cluster 1
- There is a shortcoming in this analysis: only frequency of occurrence in each neighborhood is considered.



# Conclusion

- Answer to business problem: Businessmen to open new Indian restaurants in neighborhoods in cluster 0
- Businessmen are advised to avoid neighborhoods in cluster 1



Thank You