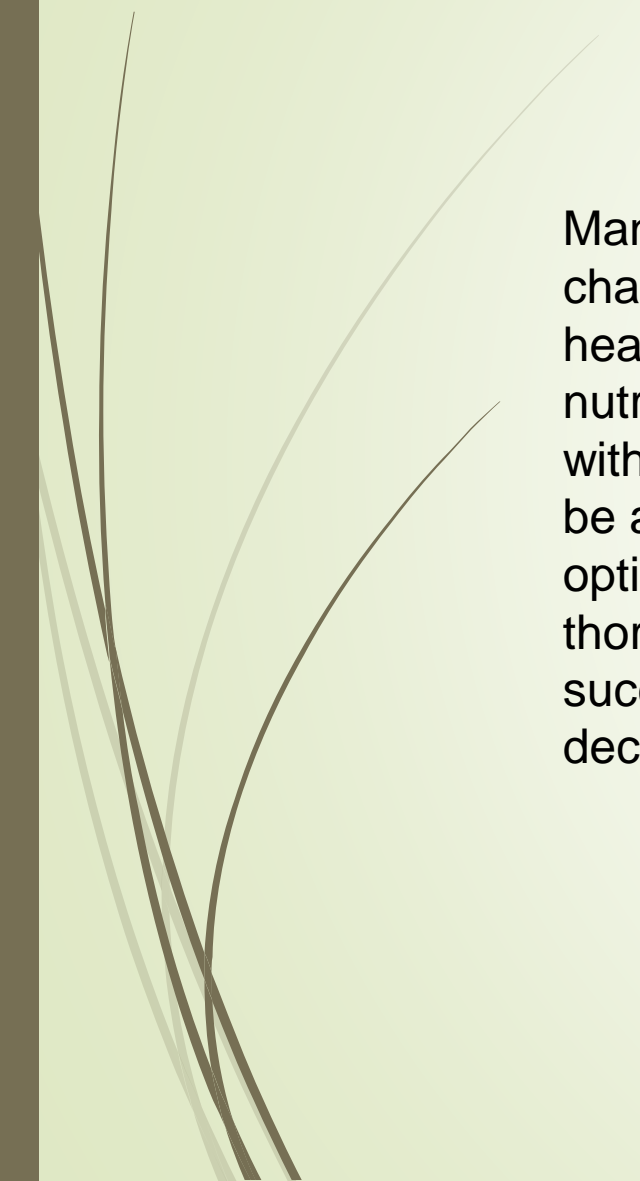# Opening a new Healthy Fast-Food Restaurant in Houston, Texas

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March 2021

Introduction

Many people have the goal of improving their health through diet. However, with the challenges of balancing home and work life, it can be difficult to find time to make healthy food at home and many people turn to fast-food restaurants. Providing nutritious fast-food options allows people to meet their goals of improving their diets without the time demands of home cooking. Health focused fast-food restaurants can be a lucrative business, especially in neighbourhoods where healthy convenient options are limited. Opening a restaurant is, however, always a risky decision and a thorough analysis should be undertaken to increase the chance of sustaining a successful business. The location of the restaurant is one of the most important decisions that will determine whether the business will be a success or failure.

Houston is one of the largest cities in the United States, providing many lucrative opportunities for savvy investors. In terms of restaurants, a focus on areas with high population density and a population with an adventurous palette. For this analysis, we've focused on a ~5 mile radius around downtown Houston to optimize the population density.
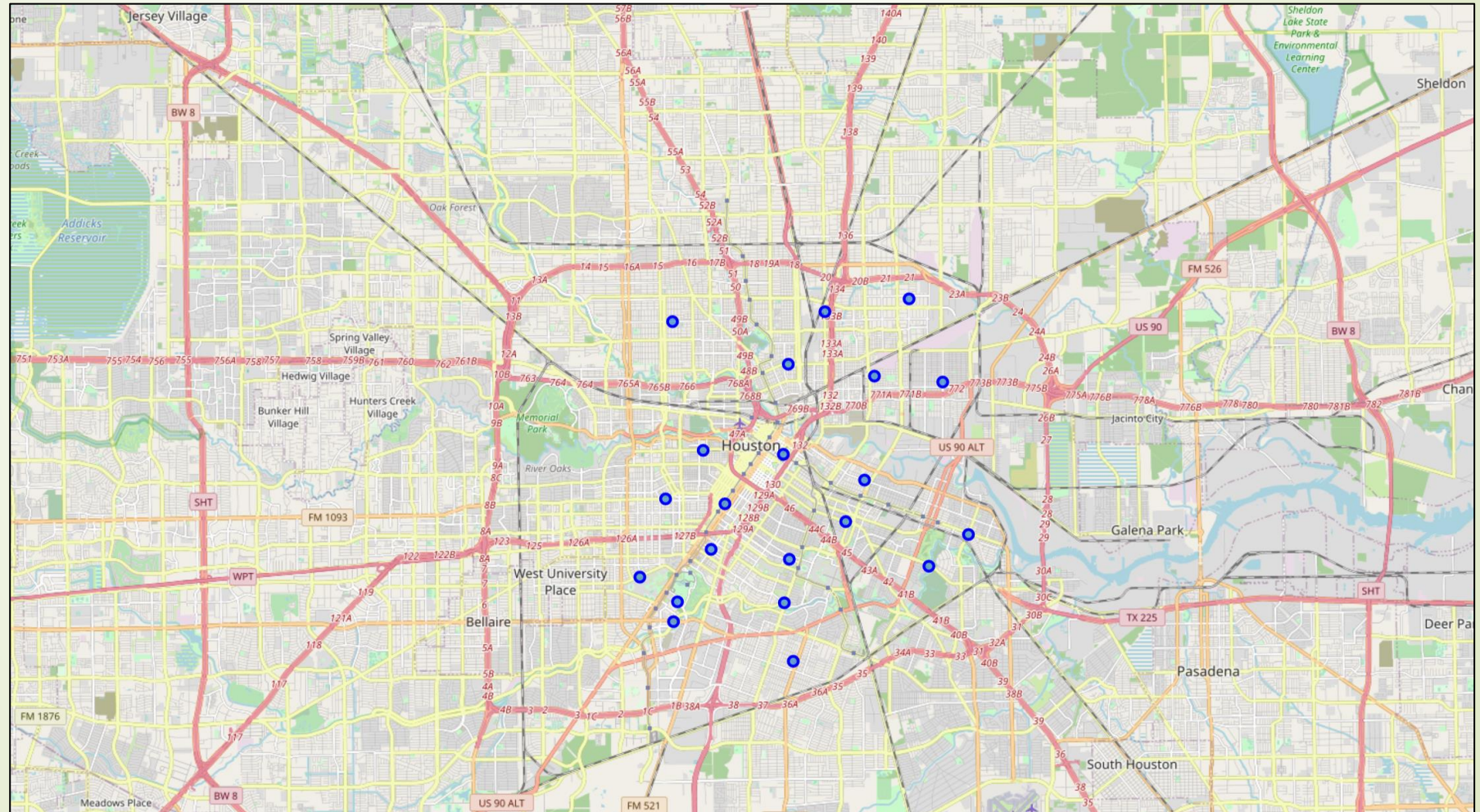
We were able to cluster downtown into 4 distinct restaurant demographics:

- Cluster 0 (red): American Restaurant dominant

- Cluster 1 (purple): Fast Food dominant

- Cluster 2 (blue): A wide variety of food options (little fast food)

- Cluster 4 (yellow): Fast Food dominant
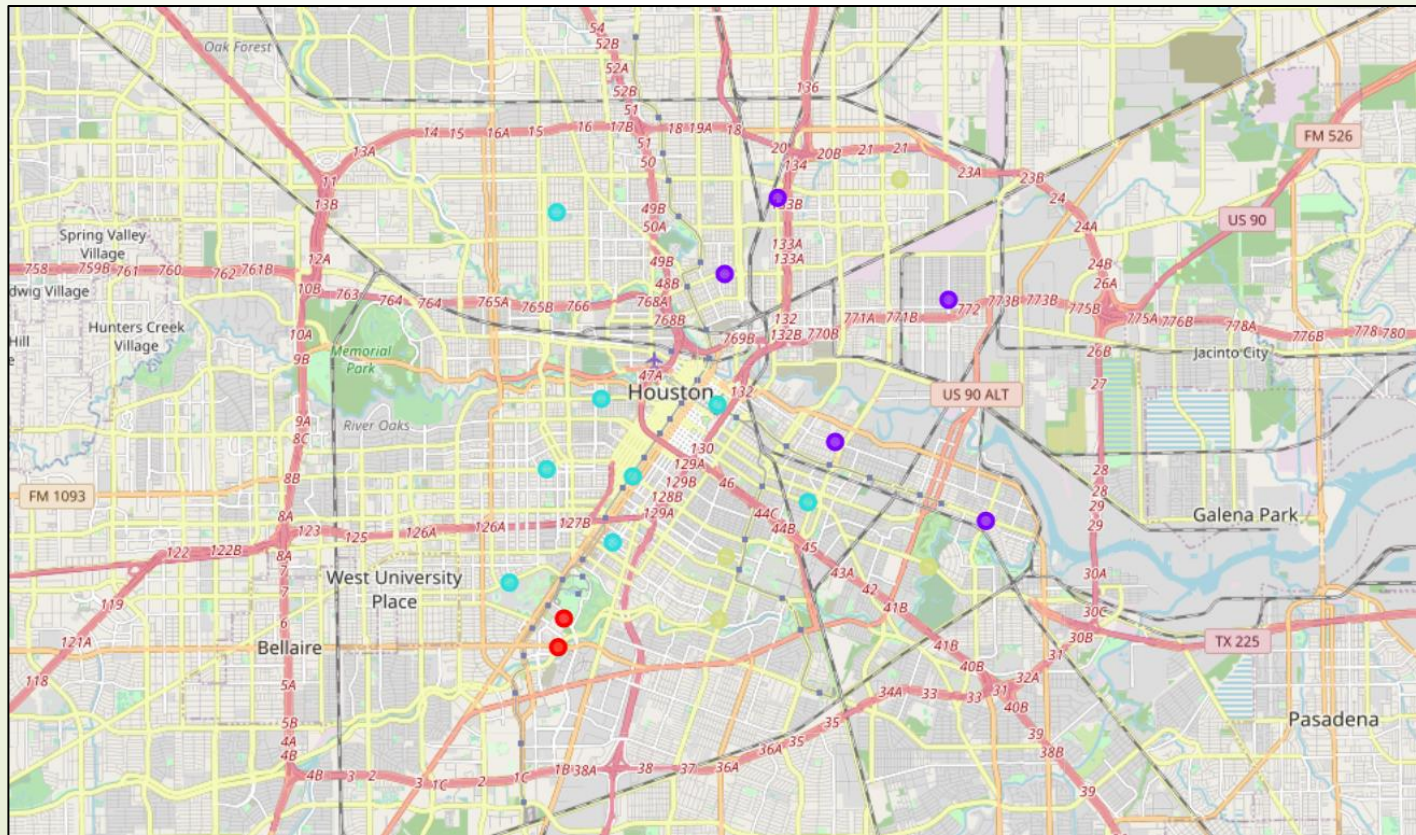
Conclusion

The analysis shows that the area with the least amount of fast-food restaurants (more demand) and highest variety of restaurant type (more adventurous palette) is Cluster 2. This should be the focus of further analysis to find the ideal location for a new, health fast food restaurant.