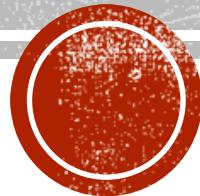


THE BATTLE OF THE NEIGHBORHOODS IN AUSTIN, TEXAS

Applied Data Science Capstone
by IBM/Coursera



KOREAN FRIED CHICKEN AND BAR

- Establish a Korean Fried Chicken and Bar business in an Austin, Texas neighborhood
- Use the Foursquare API to search for an ideal neighborhood
- Search for an Austin neighborhood with high food and bar venue interest, and ideally close to the University of Texas Austin



DATA ACQUISITION AND CLEANING

- 20 initial list of neighborhoods around Austin Texas was acquired from wikipedia.
- Data cleaning was done and neighborhoods too distant from Austin Downtown neighborhood were dropped.
- Neighborhoods with missing latitude or longitude data after processing through geocode/Nominatim were also dropped.
- Post data cleaning, 10 neighborhoods were available for Foursquare venues processing



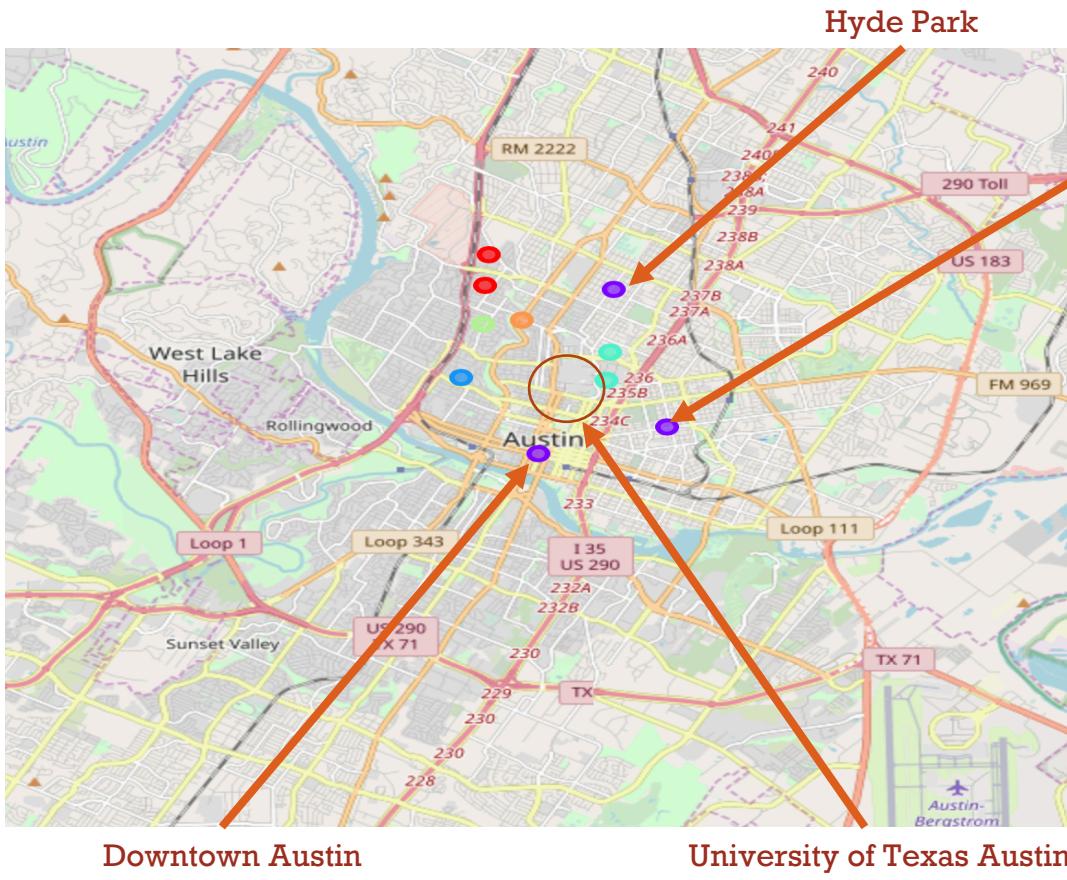
FOURSQUARE TOP RESULTS

	Neighborhood	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Most Common Venue	7th Most Common Venue	8th Most Common Venue	9th Most Common Venue	10th Most Common Venue
1	Downtown Austin	Hotel	Coffee Shop	Bar	Cocktail Bar	Restaurant	Italian Restaurant	Gay Bar	Lounge	Burger Joint	Steakhouse
8	Original Austin	Cocktail Bar	Park	Bar	BBQ Joint	Southern / Soul Food Restaurant	Food Stand	Café	Cajun / Creole Restaurant	Lighthouse	Bagel Shop

Total of 6 venue clusters were processed. Cluster 1 neighborhoods showed the highest number of food and bar venues:

- Downtown Austin
- Original Austin





AUSTIN NEIGHBORHOODS

Original Austin

Year-round business crowds in the afternoon and evenings and late night crowds

Many food and bar establishments in the neighborhood

1.1 miles from the University of Texas Austin

1.5 miles from Downtown Austin

DISTANCES BETWEEN SELECTED NEIGHBORHOOD

From Downtown Austin to Original Austin is 1.50 miles

From Downtown Austin to Hyde Park is 2.65 miles

From Original Austin to Hyde Park is 2.19 miles

From University of Texas Austin to Downtown Austin is 1.32 miles

From University of Texas Austin to Original Austin is 1.12 miles

From University of Texas Austin to Hyde Park is 1.36 miles

All three neighborhoods look promising but
Original Austin seems to be best choice given
that it is closest to University of Texas Austin and
to Downtown Austin.



DEMOGRAPHICS & AGE IN AUSTIN

DATA VIA US CENSUS (2017 ACS 5-YEAR SURVEY)

Race	Population ▾
White	687,777
Black or African American	69,848
Asian	64,049
Some Other Race	61,604
Two or More Races	28,849
American Indian and Alaska Native	4,208
Native Hawaiian and Other Pacific Islander	571

Austin Median Age

32.7 32.4



Total



Male

33



Female

Austin Population Growth

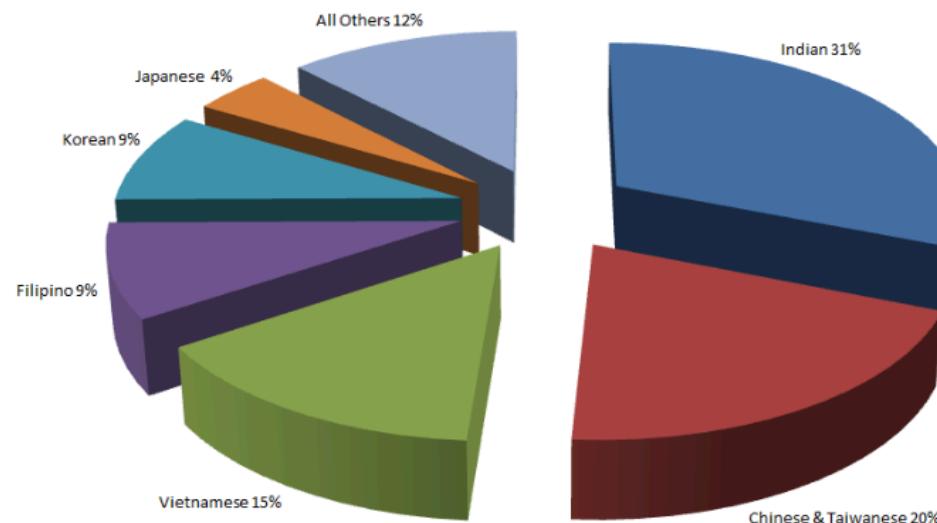
Austin is currently the [fastest growing city](#) in the United States and, from 2011 to 2016, it's expected to have an economic growth rate of over 6%, with a population growth rate approaching 3%. This means it's following a trend common across many major cities in Texas. Eight of the 15 fastest growing cities are in Texas, including [San Antonio](#), [Houston](#) and [Dallas](#).

Source: <http://worldpopulationreview.com/us-cities/austin-population/>



ASIAN DEMOGRAPHICS OF AUSTIN, TEXAS IN 2017

Breakdown by country of origin, ACS 2017



Source: <http://www.austinasianchamber.org/asian-data>



POPULATION & AGE IN AUSTIN

- Austin population is reaching 1.0 million in 2019
- Austin population annual growth rate is expected to be 3.0%
- Asian population in Austin is about 10% and Korean population of 9% of the total Asian population (or 0.9% of total Austin population, ~ 9K Koreans)
- Median age of 33 for both male and female population in Austin



CONCLUSION

Original Austin seems to be the ideal neighborhood with its high concentration of food and bar businesses already established.

Original Austin is close to Downtown Austin (1.5 miles) and the University of Texas Austin (1.1 mile) to attract crowds from these adjacent neighborhoods.

Austin offers a growing community, with population reaching 1.0 million in 2019, with annual growth rate of 3.0%, and relatively young crowd with median age of 33.

The Korean population in Austin is about 9K which should generate ample demand. Assume, nominally, another 1% conversion of total Austin population and the potential customer base grows to ~20K which is a very sizable opportunity.



CONCLUSION (CONTINUED)

As mentioned on the onset of this project, Korean fried chicken and bar is very popular in Korea, among all age groups from college students and up. It is also very popular in Los Angeles and San Jose where there are large Korean communities and very diverse ethnicities and we believe it will be very popular in Austin as well.

Combining all the data collected and analyzed, Original Austin neighborhood, Austin population growth and demographics data, all support a good foundation to start the Korean fried chicken and bar business in Austin, Texas.

Next phase of the business case would be to actually build the Korean fried chicken and bar design, style, menu, services, size, financials, etc. All of these are beyond the scope of this project.

