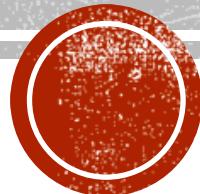


# **THE BATTLE OF THE NEIGHBORHOODS IN AUSTIN, TEXAS**

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



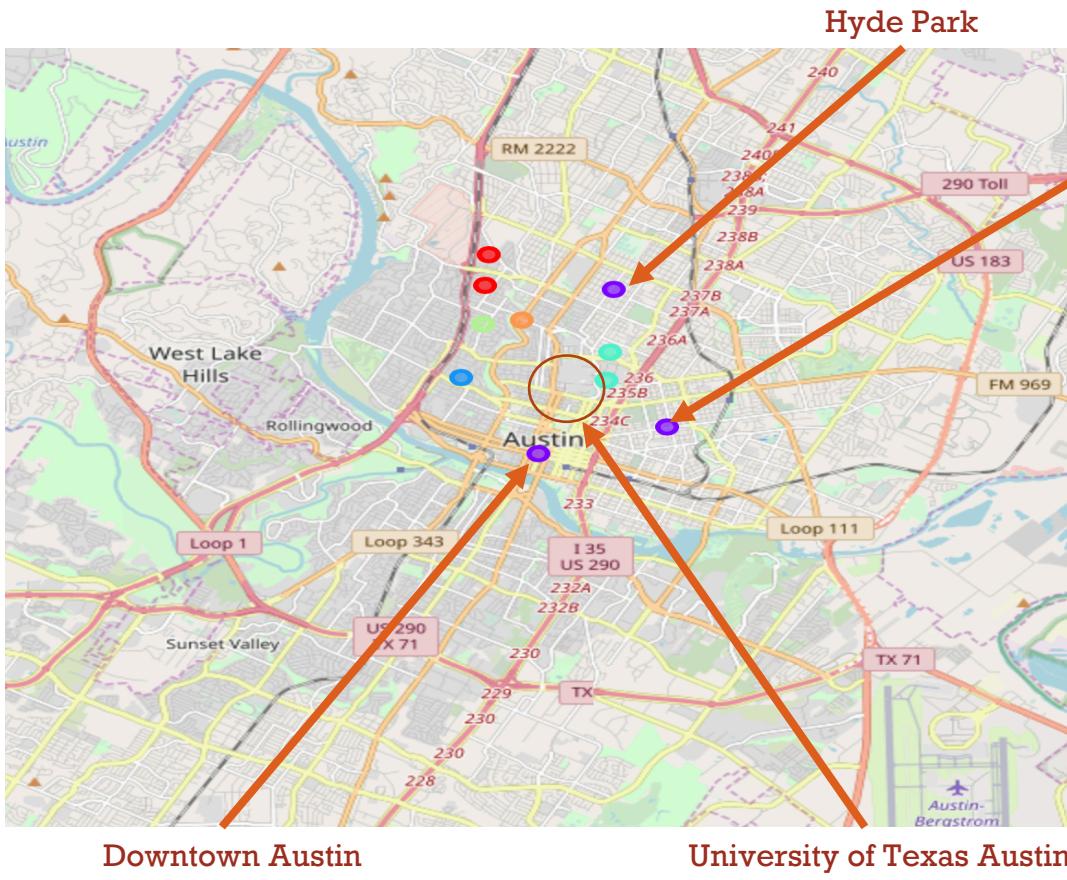
# FOURSQUARE TOP RESULTS

|   | 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                   | Gay Bar               | Restaurant                      | Cocktail Bar          | Lounge                    | Italian Restaurant    | Burger Joint          | Sushi Restaurant       |
| 3 | Hyde Park       | Italian Restaurant    | Cheese Shop           | Bus Station           | Lighthouse            | Pool                            | Mexican Restaurant    | Salon / Barbershop        | Food Truck            | Bed & Breakfast       | Bakery                 |
| 8 | Original Austin | Cocktail Bar          | Park                  | Convenience Store     | Bar                   | Southern / Soul Food Restaurant | Bagel Shop            | Cajun / Creole Restaurant | Café                  | Lighthouse            | Bakery                 |

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

- Downtown Austin
- Hyde Park
- 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

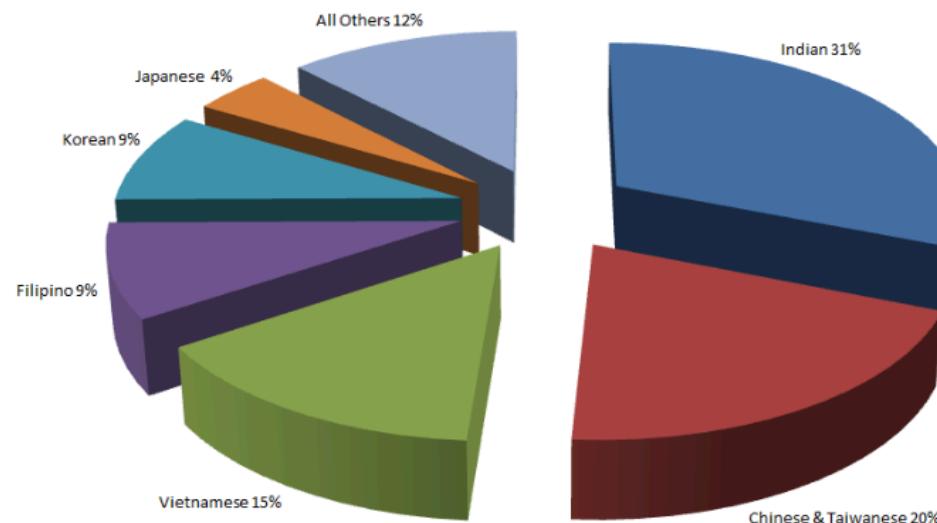
Austin is currently the [fastest growing city](#) in the United States and, from 2011 to 2016, it's expected to have an economic growth rate of over 6%, with a population growth rate approaching 3%. This means it's following a trend common across many major cities in Texas. Eight of the 15 fastest growing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

