

Exploring Potential Restaurant Locations in Essex County, New York

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IBM Data Science Capstone
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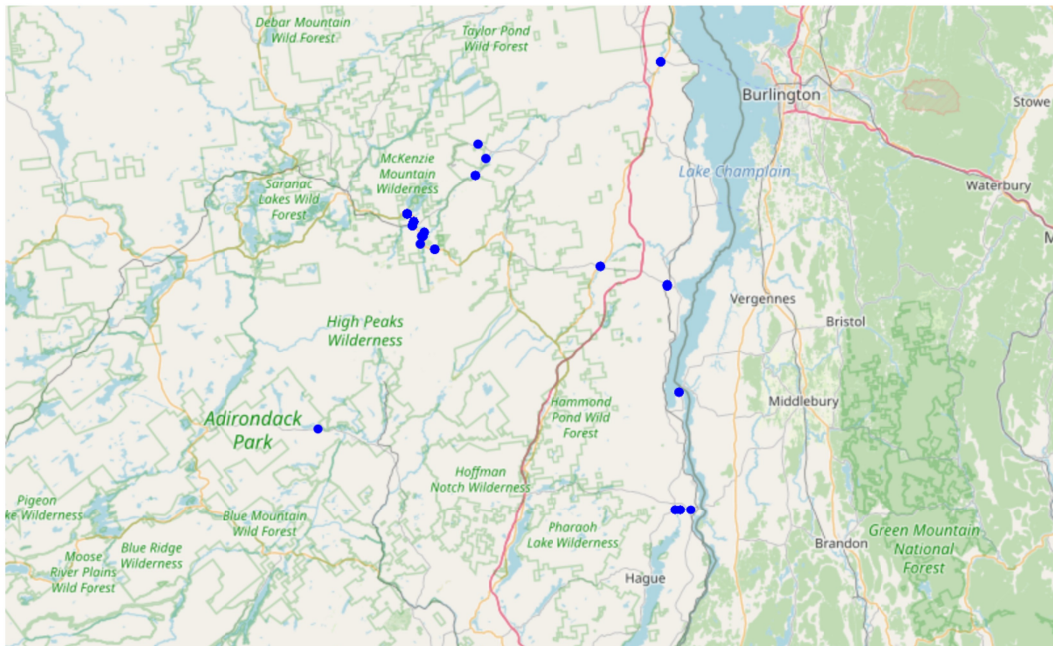
Overview

- **Location: Essex County, New York, United States**
 - Population: ~40,000
 - Founded in 1799
 - Multiple historical sites
- **Project Goal:**
 - Identify suitable locations to open up a restaurant



Data

- State of New York data set: Tourist attractions in Essex County
- Foursquare location data

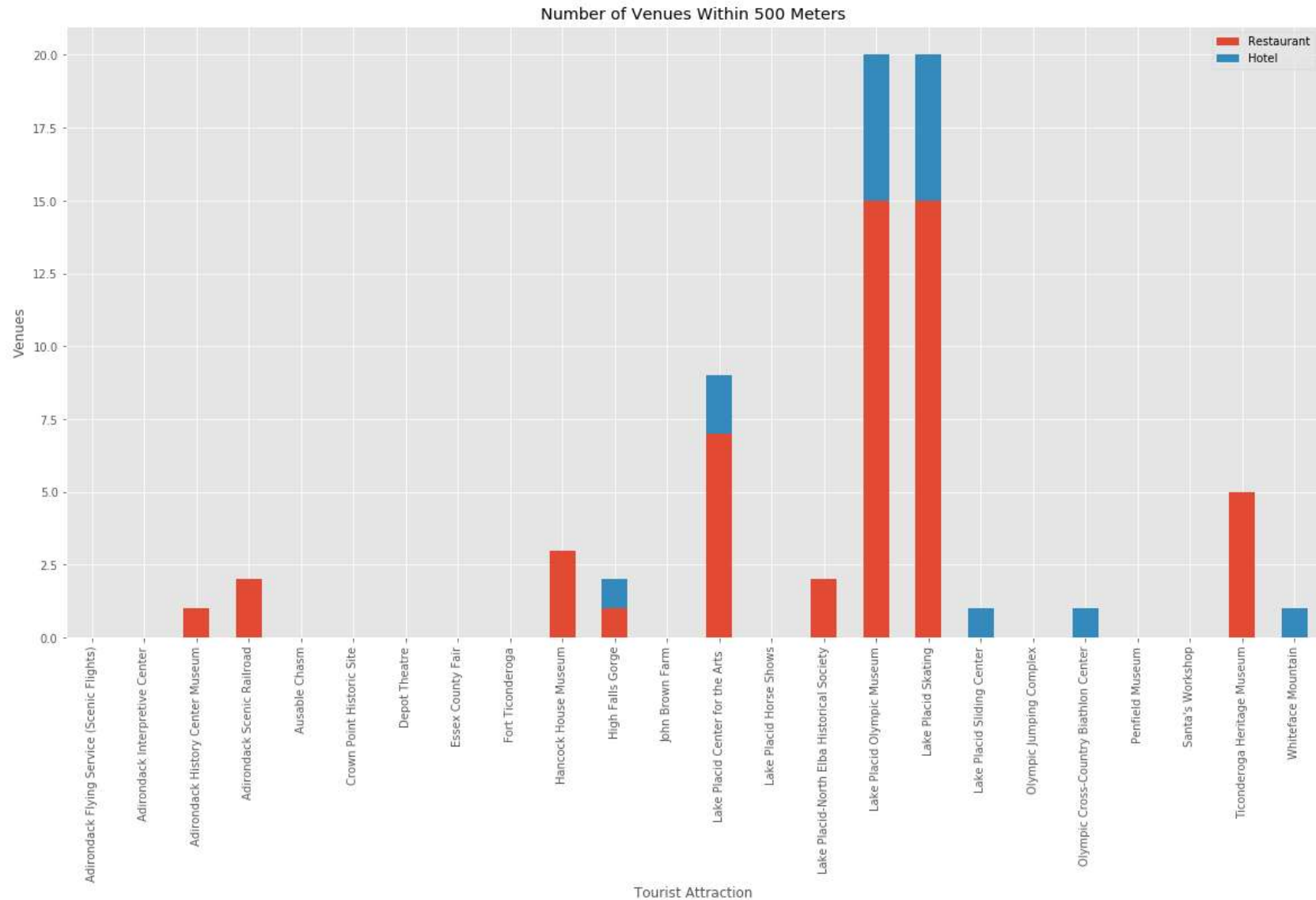


	Tourist Attraction	Address
0	Adirondack Flying Service (Scenic Flights)	27 Airport Lane, Lake Placid, NY 12946
1	Adirondack Interpretive Center	5922 State Rt. 28N, Newcomb, NY 12852
2	Adirondack History Center Museum	7590 Court Street, Elizabethtown, NY 12932
3	Adirondack Scenic Railroad	242 Station St, Lake Placid, NY 12946
4	Ausable Chasm	2144 Route 9, Ausable Chasm, NY 12911
5	Crown Point Historic Site	21 Grandview Drive, Crown Point, NY 12928
6	Depot Theatre	6705 Main Street (Westport Train Station) West...
7	Essex County Fair	South of the Westport train station on Main St...
8	Fort Ticonderoga	100 Fort Ti Road, Ticonderoga, New York
9	Hancock House Museum	6 Moses Circle, Ticonderoga, NY 12883
10	High Falls Gorge	Route 86, Wilmington, NY
11	John Brown Farm	115 John Brown Road, Lake Placid, NY 12946
12	Lake Placid Center for the Arts	17 Algonquin Drive, Lake Placid, NY 12946
13	Lake Placid Horse Shows	5514 Cascade Road Lake Placid, NY 12946
14	Lake Placid-North Elba Historical Society	242 Station St, Lake Placid, NY 12946
15	Lake Placid Olympic Museum	Olympic Center, 2634 Main St., Lake Placid, NY...
16	Lake Placid Skating	Olympic Center, 2634 Main St., Lake Placid, NY...
17	Lake Placid Sliding Center	Route 73, Lake Placid, NY
18	Olympic Jumping Complex	5486 Cascade Rd, Lake Placid, NY 12946
19	Olympic Cross-Country Biathlon Center	Route 73, Lake Placid, NY
20	Penfield Museum	703 Creek Rd, Historic Ironville, Crown Point,...
21	Santa's Workshop	324 Whiteface Memorial Hwy, Wilmington, NY 12997
22	Ticonderoga Heritage Museum	Ticonderoga, NY
23	Whiteface Mountain	5021 Route 86, Wilmington, NY 12997

Methodology

- **Using Foursquare location data:**
 - Explore existing restaurants within a 500 meter radius of tourist attractions
 - Identify most common venue types
 - Explore tourist attractions that have hotels nearby

Results



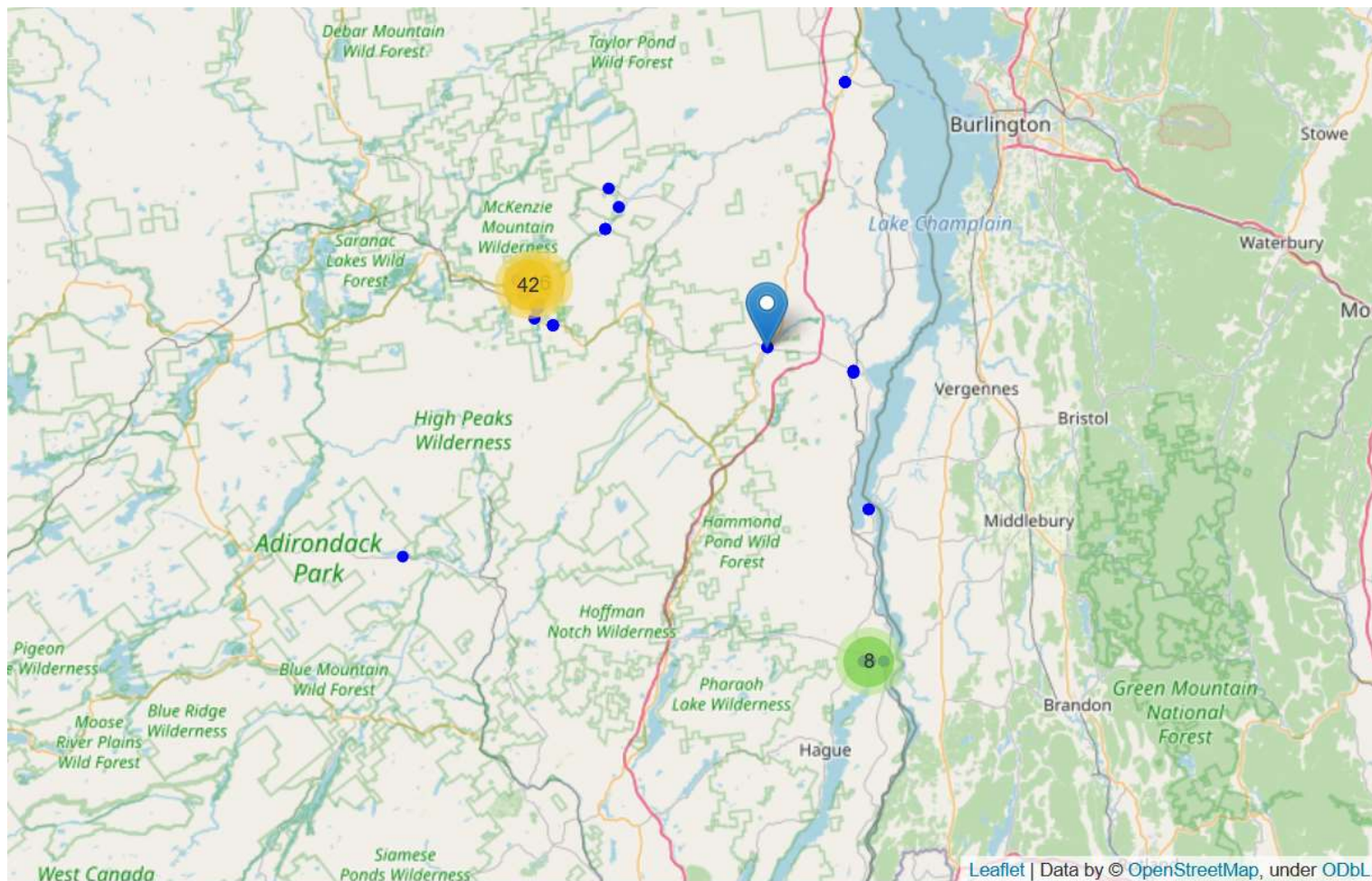
Results (cont.)

- Five most common venues per tourist attraction

	Tourist Attraction	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue
0	Adirondack History Center Museum	American Restaurant	Steakhouse	BBQ Joint	Breakfast Spot	Burger Joint
1	Adirondack Scenic Railroad	Tapas Restaurant	American Restaurant	Southern / Soul Food Restaurant	Snack Place	Sandwich Place
2	Hancock House Museum	American Restaurant	Diner	Pizza Place	BBQ Joint	Breakfast Spot
3	High Falls Gorge	Diner	Tapas Restaurant	Steakhouse	BBQ Joint	Breakfast Spot
4	Lake Placid Center for the Arts	Deli / Bodega	Fast Food Restaurant	Mexican Restaurant	BBQ Joint	Burger Joint
5	Lake Placid Olympic Museum	American Restaurant	Italian Restaurant	Breakfast Spot	Southern / Soul Food Restaurant	Snack Place
6	Lake Placid Skating	American Restaurant	Italian Restaurant	Breakfast Spot	Southern / Soul Food Restaurant	Snack Place
7	Lake Placid-North Elba Historical Society	Tapas Restaurant	American Restaurant	Southern / Soul Food Restaurant	Snack Place	Sandwich Place
8	Ticonderoga Heritage Museum	American Restaurant	Diner	Sandwich Place	Pizza Place	Deli / Bodega

Results (cont.)

- Map visualizing nearby restaurants and hotels



Key Findings

- 9 of 24 attractions had restaurants within walking distance
- 7 of 24 attractions had hotels nearby
- Most common restaurant: American Restaurant
- Lake Placid had the most restaurants and hotels nearby

Recommendations

- **Most Popular Location**

- Lake Placid has the most existing restaurants/hotels
- Likely competitive and expensive

- **New Opportunities**

- Olympic Cross Country Center and Whiteface Mountain both have hotels nearby, but no existing restaurants within walking distance