

The Battle of Neighborhood



ATLANTA, GA IMAGE FROM CERTAPET.COM

Introduction:

For this capstone project, we are going to explore the optimal location of opening up a new restaurant in Atlanta, GA. The goal of the project is to identify the most popular type of restaurant in the city and suggest a few locations which are good community with strong demand of dining but there is not a very strong competition in this category, as a result this might be a good opportunity for small business owner to capture those demand.

The target audience of this project is small business owner who is looking to open up a restaurant in the city of Atlanta, the result of this project would help find out the most popular type of restaurant in the city and recommend several optimal locations based on data instead of pick a business and location based on gut feeling. This would help increase the chance of success.