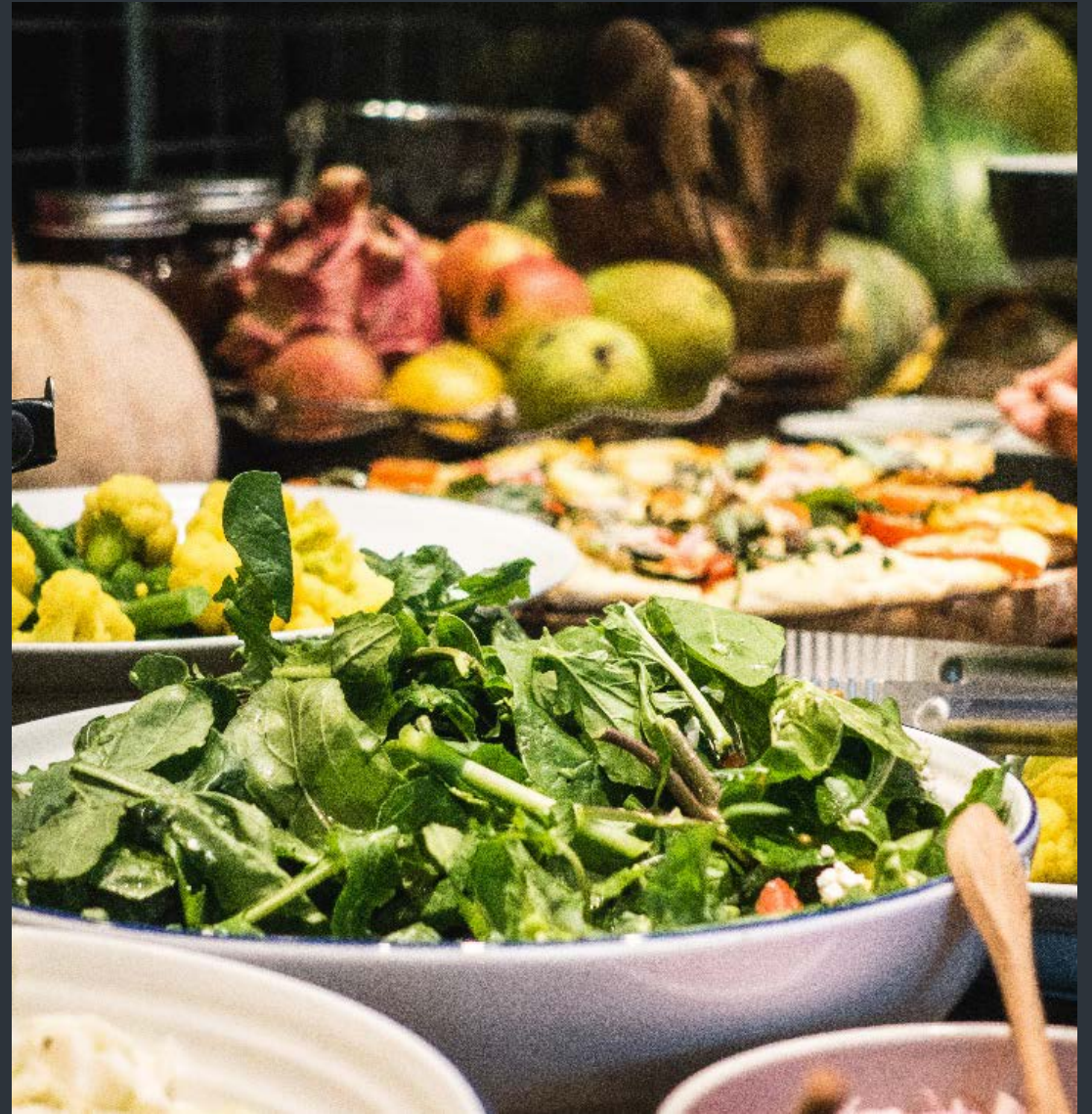# Finding optimal
salad bar location

IBM Applied Data Science course
Capstone Project

Problem

- What is the optimal neighbourhood to start a new salad bar, based on a comparison between neighbourhoods in the four cities considered using demographic and income data combined with data on other venues in the area, based on the following requirements and background:
    - Only Amsterdam, Rotterdam, Utrecht and The Hague
    - Target group: single household females
    - Areas with abundant availability of other restaurants are preferred
    - Preferably none or few competing salad bars in the area.

Data used

DATASETS FROM THE DUTCH
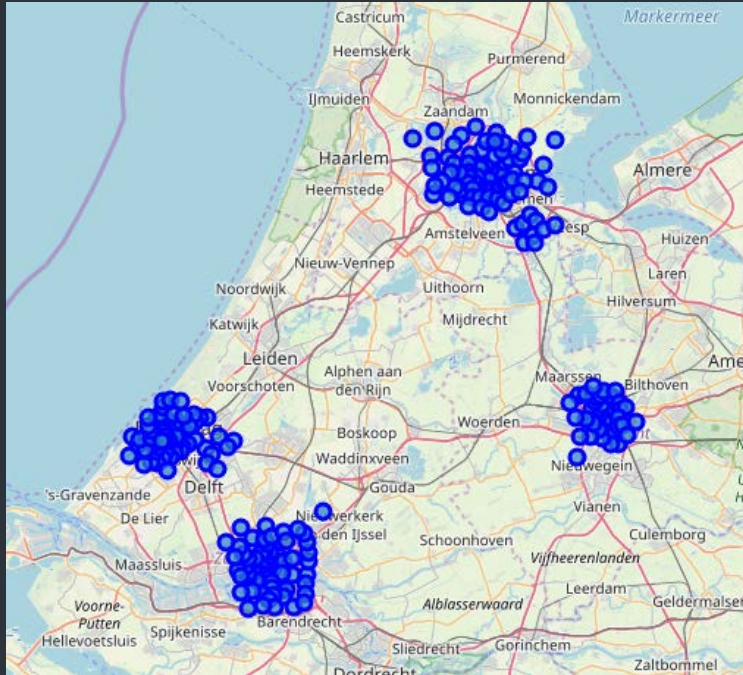CENTRAL BUREAU OF STATISTICS ON
DEMOGRAPHIC AND INCOME
DATA

COMBINED WITH FOURSQUARE
DATA ON VENUES PRESENT

COMBINED IN A DATASET PER
DUTCH FOUR DIGIT POSTAL CODE

Methodology

Cluster postal code areas based on venue type, demographic data and income data

Deselect areas with Potential competing salad bars already present

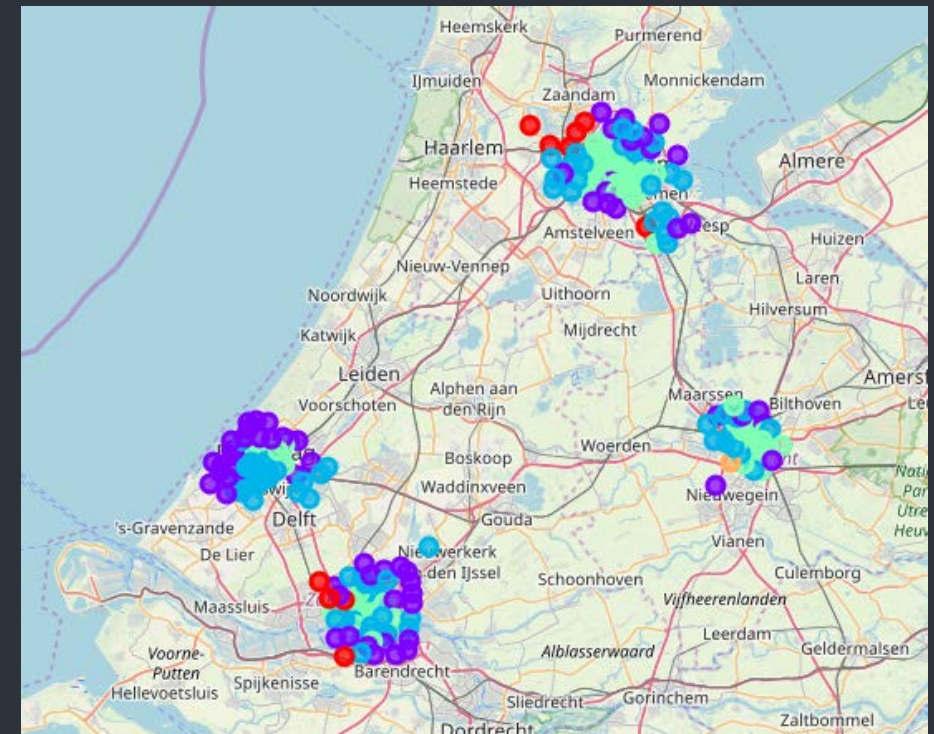Selecting postal code with highest percentage of females

Final check on selected postal code

Results: Selected cluster 3

- Cluster 3 is selected: cyan cluster on map

- Characteristics of cluster 3

  - Population density higher than average

  - Relatively low migration background, higher than average income

  - Venues includes shops and many restaurants

  - Very many single person households

- Conclusion:
  Busy area with many restaurants. Very high on single person households. Very good candidate for opening salad bar.

Results: Selected postal code 3572
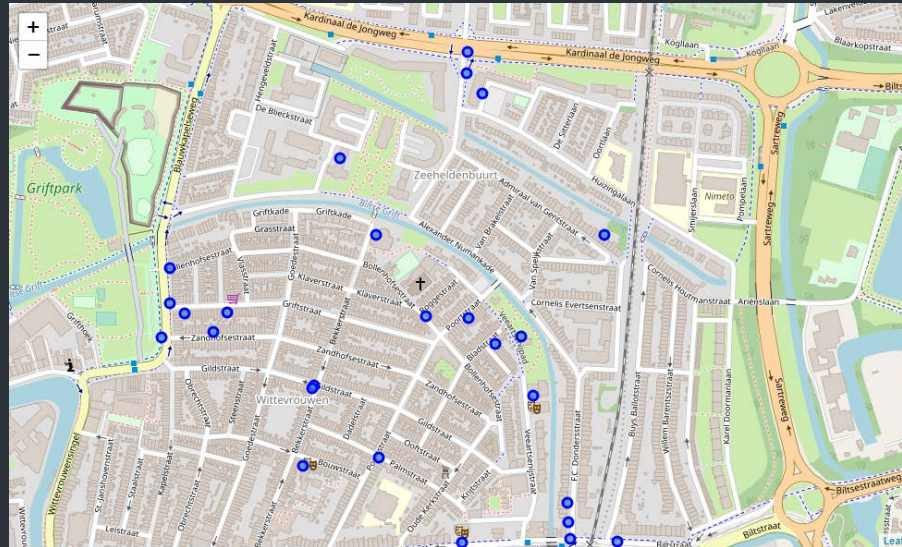
➡ Highest percentage of females in selected cluster

➡ High percentage of single households, further meeting our target group.

➡ No competing salad bars, but abundance of other restaurants

Conclusion

Only locations in the four biggest cities in the Netherlands are considered, being Amsterdam, Rotterdam, Utrecht and The Hague
✓ Met. Selected location is in the city of Utrecht.
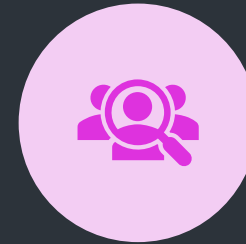
From market research a projected ideal target group is defined: single household females
✓ Met. The selected postal code has a very high number of females meeting this target group.

Areas with abundant availability of other restaurants are preferred as experience indicates that this attracts more potential customers to new restaurants
✓ Met. The selected postal code has numerous other restaurants.

Preferably none or few competing salad bars in the area.
✓ Met. No other salad bars present according to Foursquare.