The battle of Neighborhoods

Final project

Introduction

- The client is interested in opening a new restaurant in San Francisco but is still unsure of the location to make the investment.
- The restaurant has gastronomy and Mexican theme.
- He has contacted me to help him find the best place to have a return on investment.
- He knows that SF is a very competitive place and he has asked for help to do the analysis.

Business problem

- Easy to replicate
- Search competition
- Clear data analysis

Success criteria

- Finding a suitable place for the client
- Create a simple report so that the client can understand it and help them make decisions based on it.

Known data

- General data of San Francisco
- Type of restaurant and menu
- The client is looking for a place where there is not much competition considering gastronomy.

Data description

- To learn more about cooking in San Francisco I used the following open data repository https://data.sfgov.org/browse?q=restaurants&sortBy=relevance
- And I inspected the scores of the restaurants https://data.sfgov.org/Health-and-Social-Services/Restaurant-Scores-LIVES-Standard/pyih-qa8i and data viz of https://nycdatascience.com/blog/student-works/san-francisco-restaurant-inspection-analysis-visualization/

Approach

- Extract the most popular restaurants from the open dataset
- Get keywords from the menu of the most popular restaurants
- Compare if there is Mexican food for each area
- Recommend a place with a variety of restaurants but lacking Mexican cuisine

Methodology - Part 1

- Load the data and explore
- Transform the data into pandas dataframe.
- The dataframe contains the geographical coordinates of SF city neighborhoods.
- Create the map of SF with geopy and folium.
- Analyze population, demographics.

Discussion

- Will it be possible to find a place where Mexican food is lacking?
- Can we find a place with an influx that allows increased sales?

Conclusion

- Through data analysis it was possible to compare the different restaurants and find a place where there was no Mexican food and the number of sales is high due to the influx of people.