

Viability of Restaurants and Locations

In the Greater Melbourne Metro Region

Background

- Metro Melbourne is made up of numerous cities
 - Cities are further broken down into suburbs
- Melbourne is culturally diverse
 - Resulting in cuisine diversity

Data Acquisition

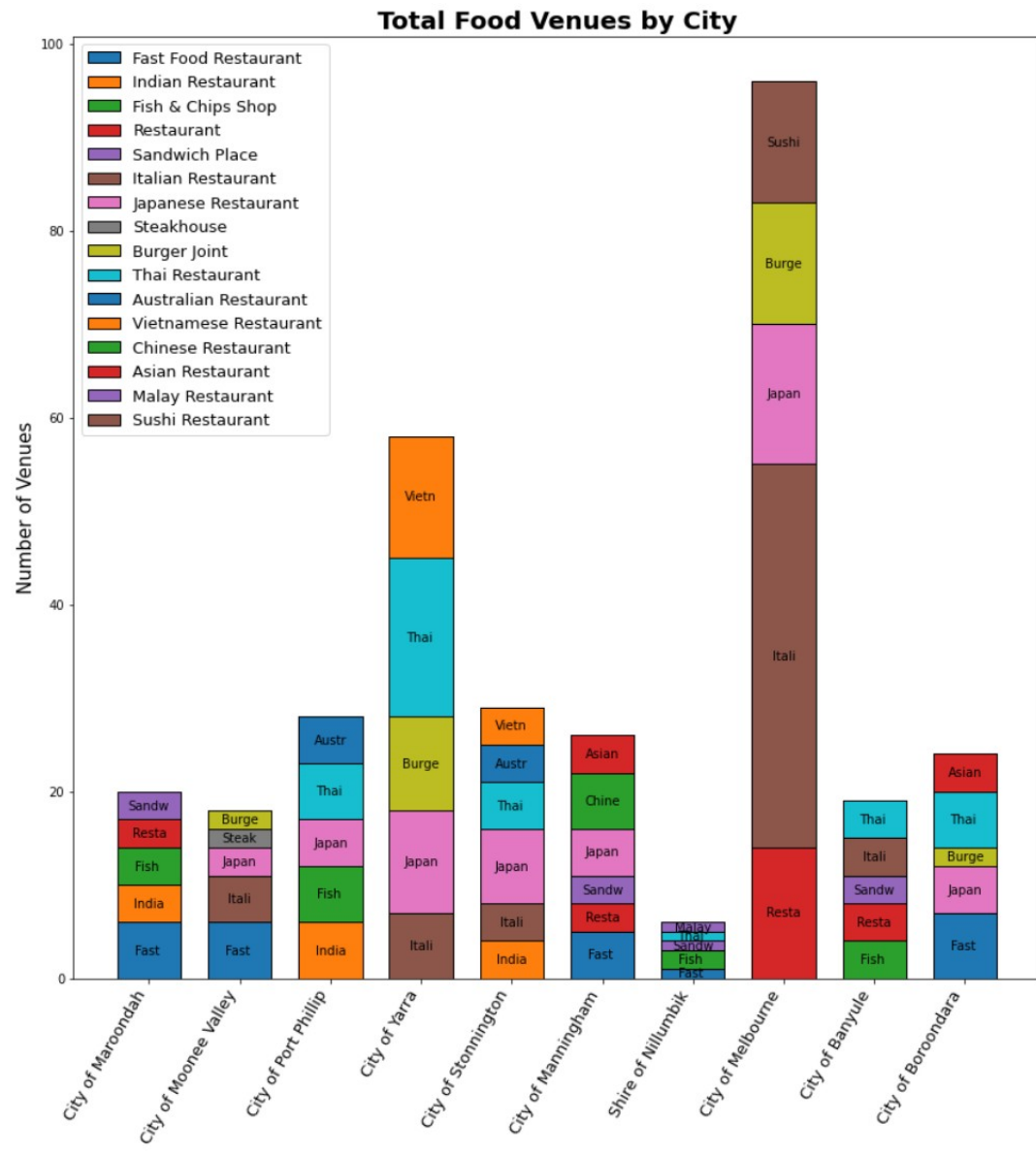
- City/Suburb names (via Wikipedia)
- Age/Income statistics (via Australian Bureau of Statistics)
- Existing Restaurants per Area (via FourSquare)

Noteworthy Trends

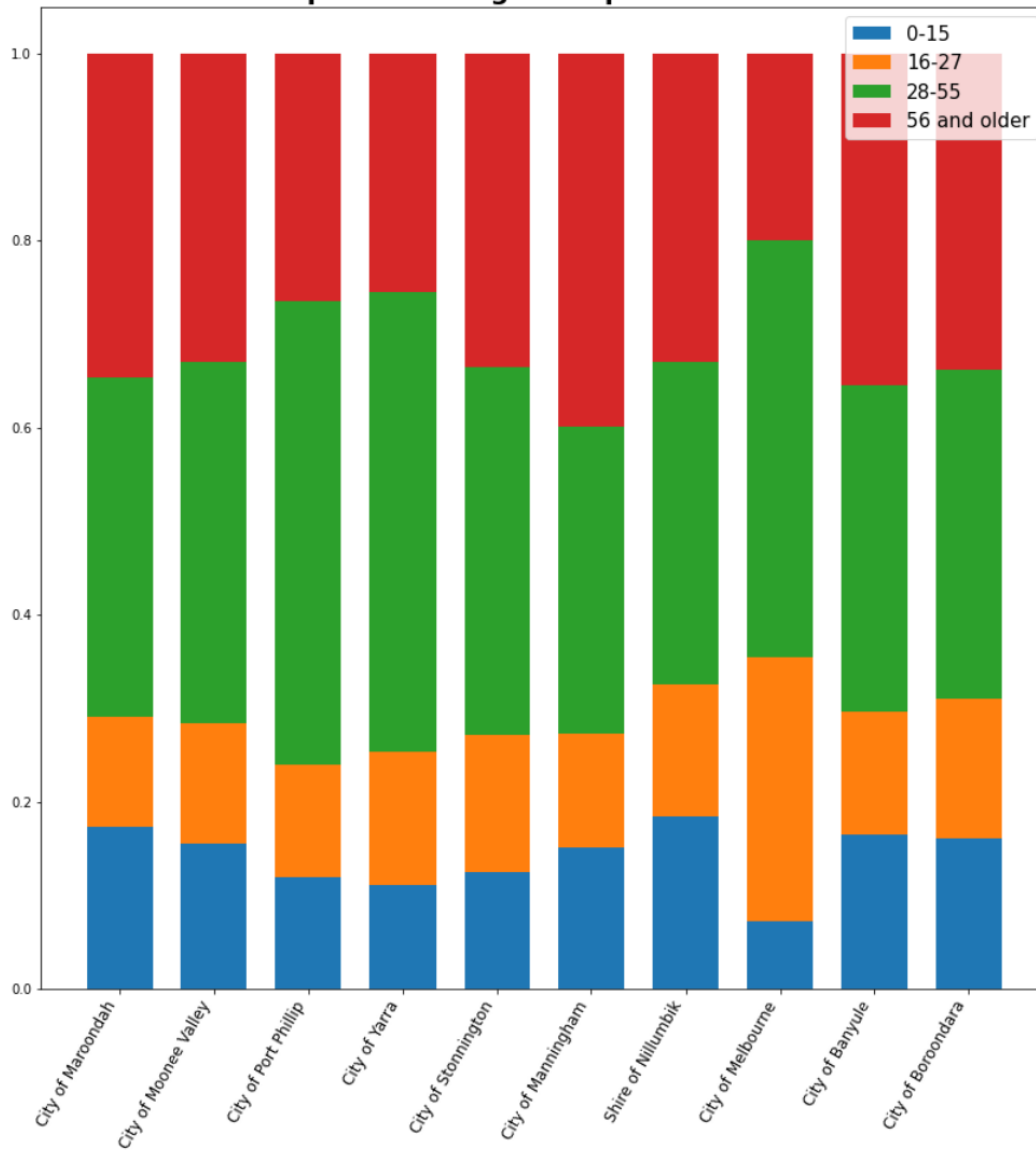
- Cities on the outskirts of the metropolitan area:
 - Tend to have the highest average disposable income
 - Have a much lower population density
- Cities closer to the city center:
 - Have a lower, but still significant disposable income
 - Much higher population density
 - Much higher number of potential customers

Cuisine Preferences

- Cuisine preferences vary from city to city.
- Some cuisines are in demand throughout Melbourne.
- Others are more specific to certain areas.



Top 10 Cities Age Groups Normalized



Age Groups

- Age groups describe a city's demographics:
 - Larger **blue** segment indicates more young families in city.
 - Larger **orange** indicates a large proportion of youths.
 - Larger **red** indicates many retirees in the area.