Restaurant Business Intelligence Dashboard

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Introduction

Very often when a potential business owner decides to open a restaurant, they choose location in the neighborhood that they’re most familiar with or based on recommendation from friends, families; however, their choice might not be the best for business. For example, they choose to open a high-end restaurant a certain neighborhood, but that neighborhood doesn’t have lots of high-income population. With vast data resources on Internet, we decide to create a web-based consultation tool to provide results business intelligence, in particular, competition.

Project Scope: LA only

Project Objectives:

1. Allow users to geophracially visualize the restaurant lanscape in LA
2. Allow users to filter landscape by the cuisine category (American, Chinese, Breakfast, Mexican, etc)
3. Allow users to view the average price distribution (mean meals for 2) for all restaurants in a given cuisine category
4. Dataset Source
5. 1. Dataset: [https://developers.zomato.com](https://developers.zomato.com/)

* API: <https://developers.zomato.com/api>

to help individuals moving into the restaurant space gain market entry issues they may face in LA: primarily the competition, market size, the price ranges, and eventually, use machine learning techniques to point out restaurant features that result in success (restaurant lifecycle, customer reviews, price optimization etc).

* A web-based consultation tool that provides restaurants business intelligence, in particular, competition. The customer demographics would be new restaurants, and partities interested in market entry issues, and the general restaurant industry in a given area. In this project, LA is used as a pilot, where the following measures will be analyze: competition, market size, and average price of meals for 2 individuals. In the future, we would provide a machine learning element to point out restaurant features that are assocaited with success (restaurant lifecycle, customer reviews, price optimization etc), so that these can be used as models for new restaurants.