

Deciding on a New Restaurant for Johnson City, Tennessee

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Business Problem

Provide foundation data for deciding if opening a new restaurant in downtown Johnson City would be advisable

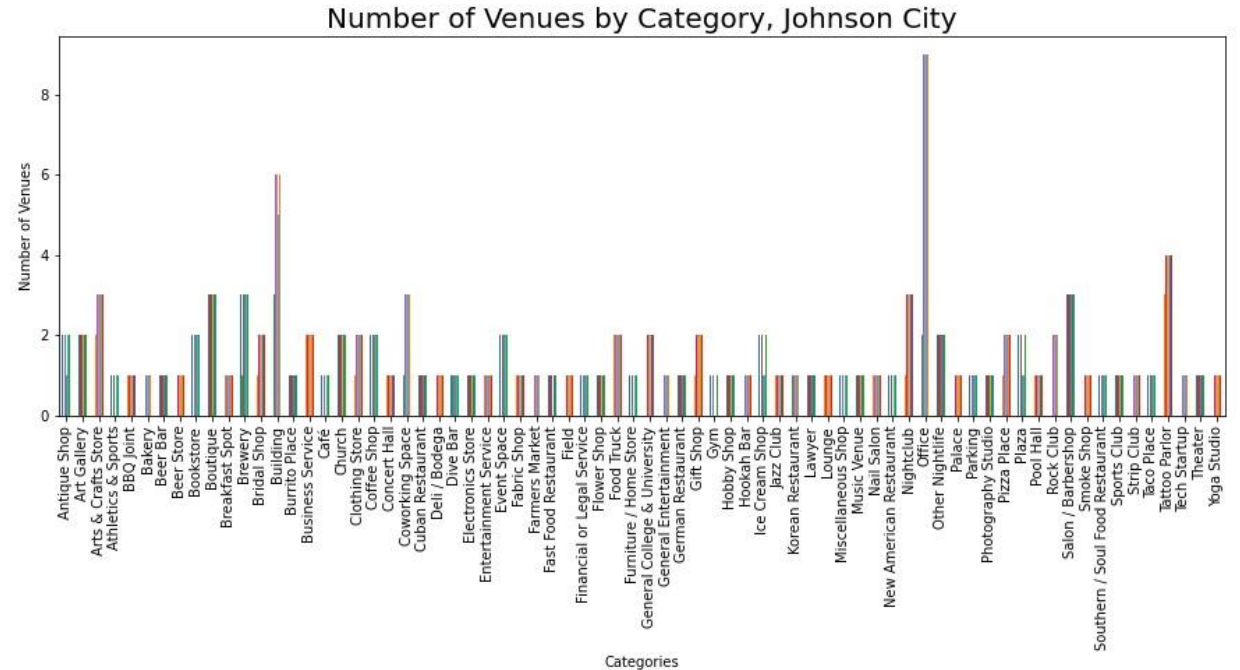
| | name | categories | address | crossStreet | lat | lng | labeledLatLngs | distance | postalCode | cc | city | state | country | formattedAddress | id |
|-----|--------------------|------------|---------------|-------------|-----------|------------|---|----------|------------|----|--------------|-----------|---------------|--|--------------------------|
| 92 | #occupyjohnsoncity | Field | NaN | NaN | 36.315938 | -82.349875 | [{'label': 'display', 'lat': 36.31593814887468, 'lng': -82.34987511371533}] | 168 | NaN | US | NaN | Tennessee | United States | [Tennessee, United States] | 4e999b105c5caa2f4519c541 |
| 71 | 112 | None | NaN | NaN | 36.316909 | -82.351496 | [{'label': 'display', 'lat': 36.31690884694869, 'lng': -82.35149623132787}] | 74 | 37601 | US | Johnson City | TN | United States | [Johnson City, TN 37601, United States] | 4d732a68d145a1cd90e6bff3 |
| 95 | 2 Dye 4 | Boutique | NaN | NaN | 36.316238 | -82.351931 | [{'label': 'display', 'lat': 36.316237901728584, 'lng': -82.35193064207675}] | 153 | 37604 | US | Johnson City | TN | United States | [Johnson City, TN 37604, United States] | 4f0732bae4b09a8a3da63599 |
| 111 | 4tress Studios | Rock Club | 85 Buffalo St | NaN | 36.316582 | -82.352639 | [{'label': 'display', 'lat': 36.316582, 'lng': -82.352639}, {'label': 'entrance', 'lat': 36.316475, 'lng': -82.352661}] | 182 | 37604 | US | Johnson City | TN | United States | [85 Buffalo St, Johnson City, TN 37604, United States] | 4d7c0aa4136bf04dbd00588d |
| 72 | AVI | Building | 207 E Main St | Buffalo | 36.316920 | -82.352032 | [{'label': 'display', 'lat': 36.31692, 'lng': -82.352032}] | 118 | 37604 | US | Johnson City | TN | United States | [207 E Main St (Buffalo), Johnson City, TN 37604, United States] | 4d839f09f1e56ea8c06b648a |

All Venues Dataframe

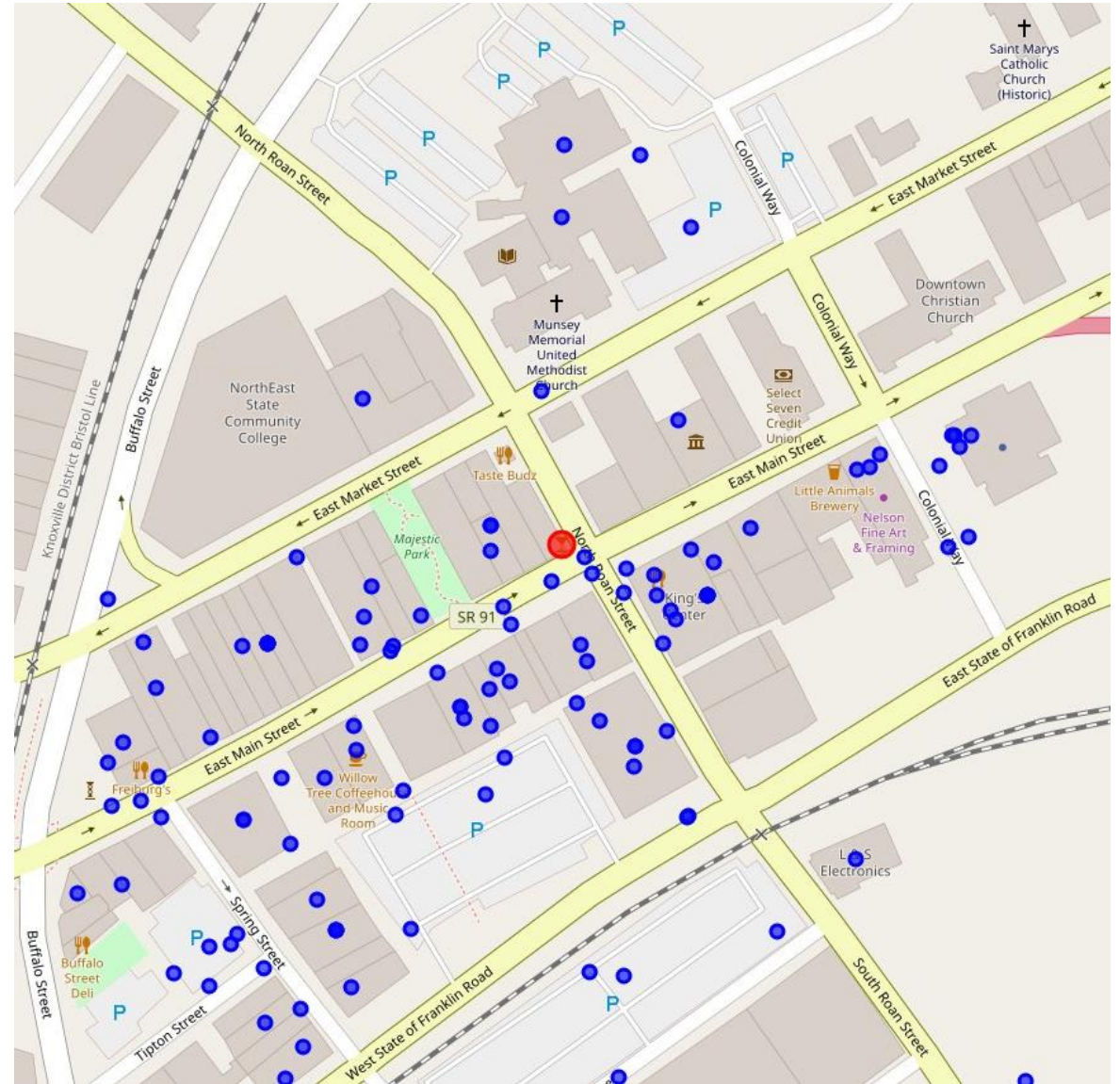
- We discovered a wide range of venues
- Included were nightclubs, bridal shops, and of course restaurants

All Venues by Category

- 123 venues in downtown Johnson City
- Evenly distributed across a broad range of categories
- A good sign for a new restaurant



All Venues Map

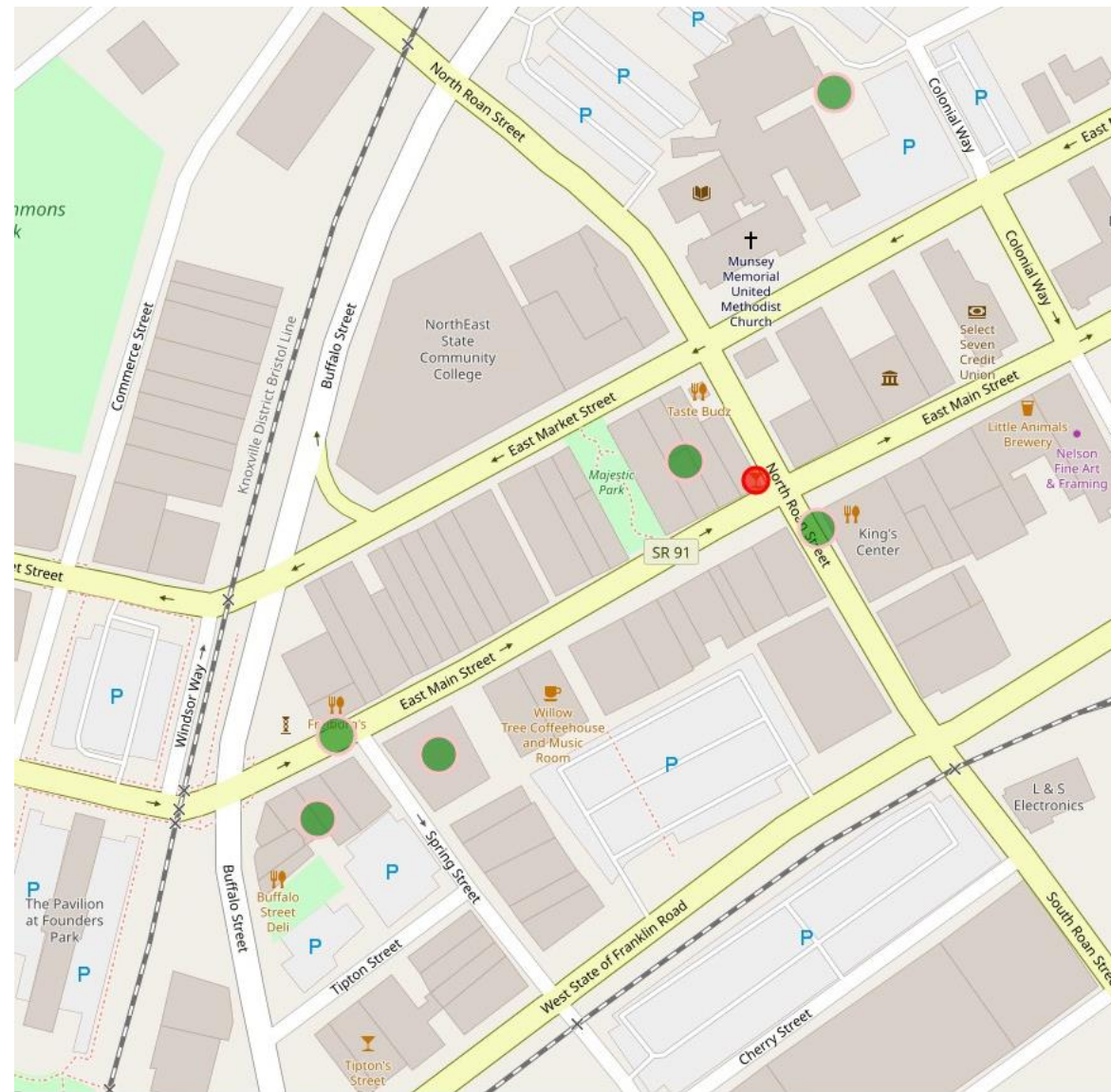


| | name | categories | address | crossStreet | lat | lng | labeledLatLngs | distance | postalCode | cc | city | state | country | formattedAddress | id |
|-----|-------------------|---------------------------------|----------------|--------------|-----------|------------|--|----------|------------|----|--------------|-------|---------------|---|--------------------------|
| 12 | Freiberg's | German Restaurant | 203 E Main St | at Spring St | 36.316382 | -82.352567 | [{"label": "display", "lat": 36.316382369881445, "lng": -82.35256692569367}] | 187 | 37604 | US | Johnson City | TN | United States | [203 E Main St (at Spring St), Johnson City, TN 37604, United States] | 4b4771a5f964a5204a3226e3 |
| 54 | Korean Taco House | Korean Restaurant | 101 Buffalo St | Main Street | 36.316096 | -82.352646 | [{"label": "display", "lat": 36.316096, "lng": -82.352646}] | 211 | 37604 | US | Johnson City | TN | United States | [101 Buffalo St (Main Street), Johnson City, TN 37604, United States] | 52420b9811d247e40c81f2f8 |
| 17 | McDonald's | Fast Food Restaurant | NaN | NaN | 36.318582 | -82.350453 | [{"label": "display", "lat": 36.318581819104104, "lng": -82.35045257495463}] | 150 | NaN | US | Johnson City | TN | United States | [Johnson City, TN, United States] | 5165bd33e4b04adace3cbce2 |
| 55 | Saborés | Cuban Restaurant | 202 E Main St | NaN | 36.316316 | -82.352130 | [{"label": "display", "lat": 36.316316, "lng": -82.35213}, {"label": "entrance", "lat": 36.316439, "lng": -82.352168}] | 159 | 37604 | US | Johnson City | TN | United States | [202 E Main St, Johnson City, TN 37604, United States] | 59952b73603d2a64d3373e68 |
| 95 | Taste Budz | Southern / Soul Food Restaurant | 300 S Roan St | NaN | 36.317323 | -82.351083 | [{"label": "display", "lat": 36.317322999999995, "lng": -82.351083}, {"label": "entrance", "lat": 36.317543, "lng": -82.351061}] | 27 | 37601 | US | Johnson City | TN | United States | [300 S Roan St, Johnson City, TN 37601, United States] | 4f3290eb19836c91c7e448c0 |
| 106 | bacon fest | New American Restaurant | NaN | NaN | 36.317093 | -82.350525 | [{"label": "display", "lat": 36.31709289550781, "lng": -82.35052490234375}] | 29 | NaN | US | Johnson City | TN | United States | [Johnson City, TN, United States] | 522b72c511d20dc0b91abb44 |

Restaurants Dataframe

- Only six restaurants
- The term “restaurant” was appended to cuisine type
- This information was helpful due to no other features that furnished cuisine information

Restaurants Map



Economic Indicators

- Median house value was 4.6% better in Johnson City than in Tennessee
- Income per capita was 4.2% better
- And retail sales per capita was nearly twice as good at 94%

| | data_name | johnson_city | tn |
|----|----------------|--------------|----------|
| 19 | avg_house_val | 165900.0 | 158600.0 |
| 43 | income_per_cap | 29707.0 | 28511.0 |
| 40 | retail_per_cap | 27593.0 | 14194.0 |



Ready to Move Forward!

- Johnson City was founded in 1856 as a major rail hub for the southeast U.S. and has grown to be an important community in the eastern Tennessee mountains
- With 123 venues across a broad range of business categories, six restaurants, and solid economic indicators, Johnson City is ripe for a new restaurant
- But further research is needed and should include sub-domains such as finance, marketing, and culinary strategy

