

CLUE analysis: Establishing a F&B business in Melbourne City

User story

Data Quality & Profiling

**Example
visualisation**

User Story

Who: Cafe/restaurant startups, business owners looking for good location in the Melbourne city.

What: Using a data tool that recommend locations, and the specs of similar businesses.

How: CLUE datasets of business capacity and number of dining seats

Data Quality & Profiling

Datasets:

- Cafes and restaurants, with seating capacity
- Cafes and restaurants, with patron capacity

Key variables :

- Number of seats
- Number of patrons
- Industry (ANZSIC4) description
- Location (lat and long)
- Census year

Difficulties:

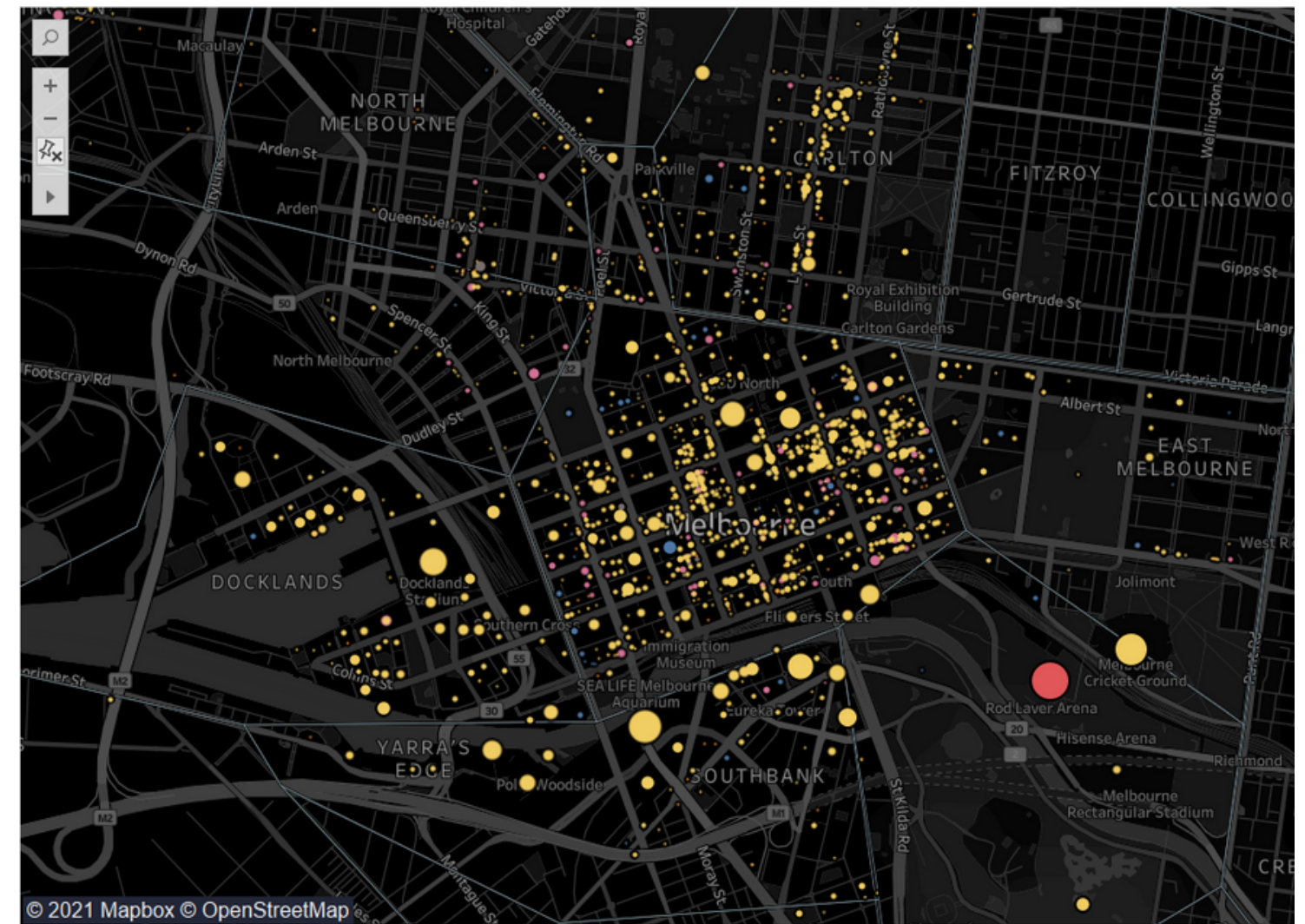
- Entries with missing locations
- Joining datasets

Again, How?



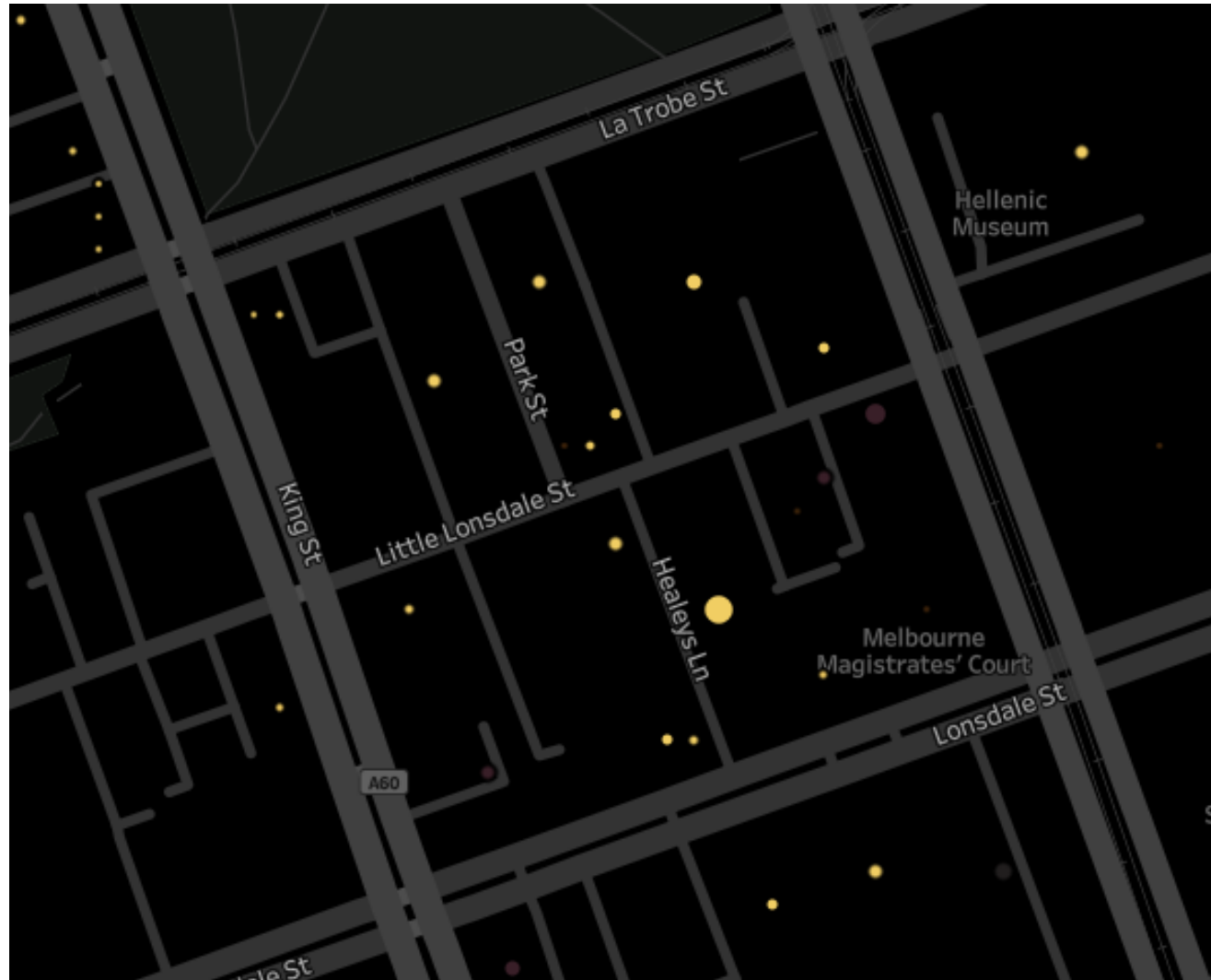
2015

??



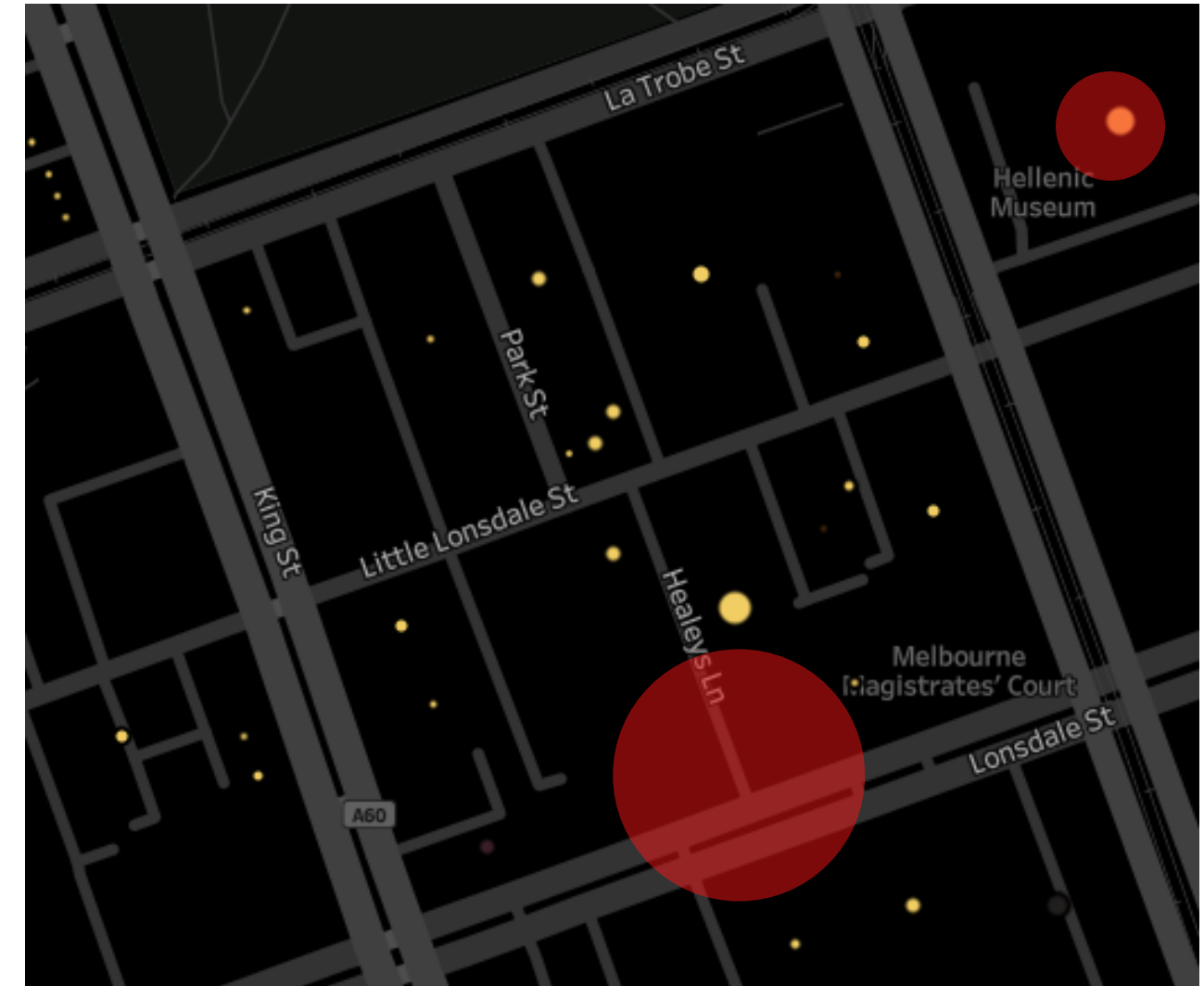
2020

Again, How?



2015

!?

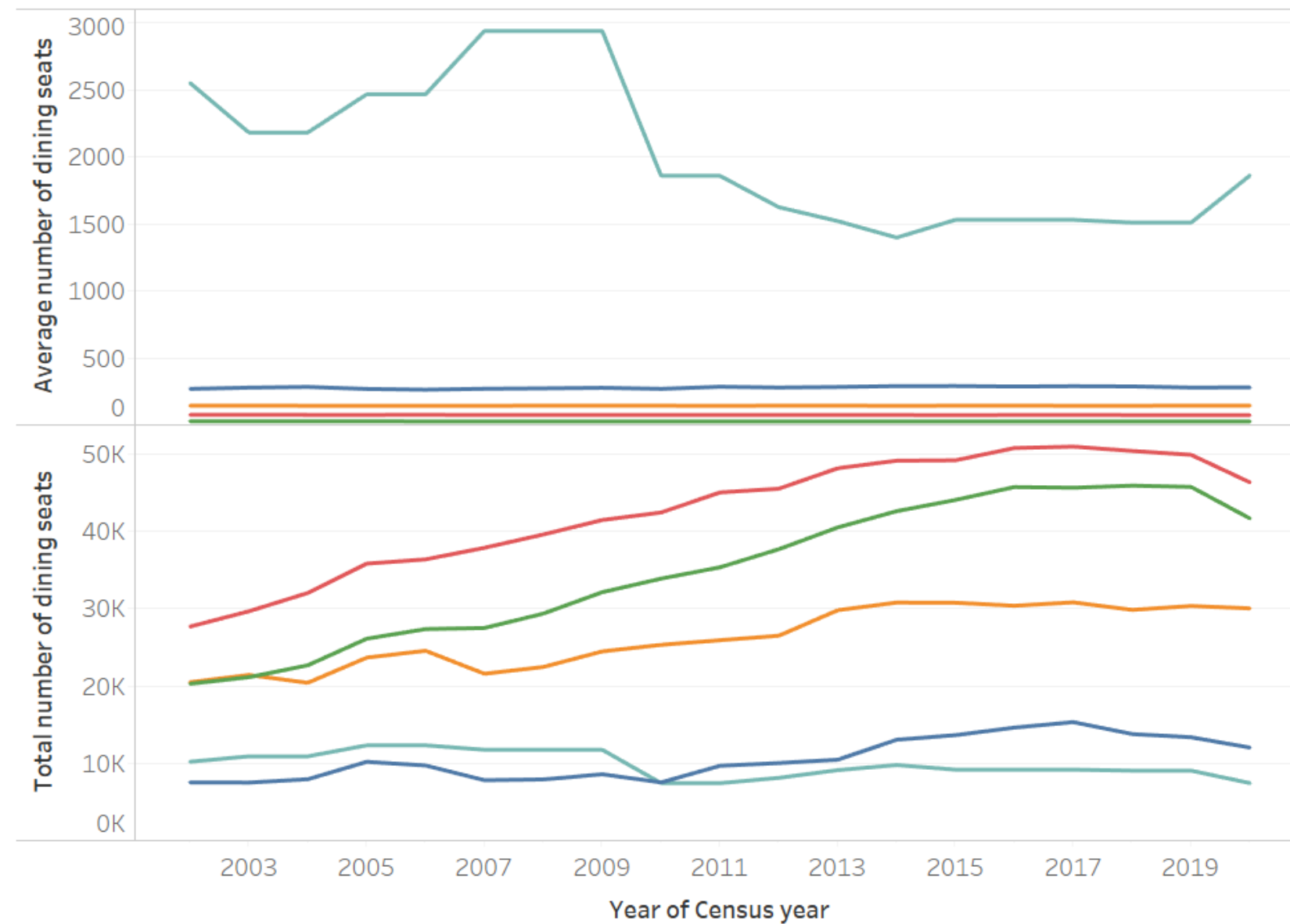


2020

For a business of <size> in the <industry>, where are the popular locations for me to place my biz?

More visualisations

The change of number of dining seats by industry from 2000 - 2020



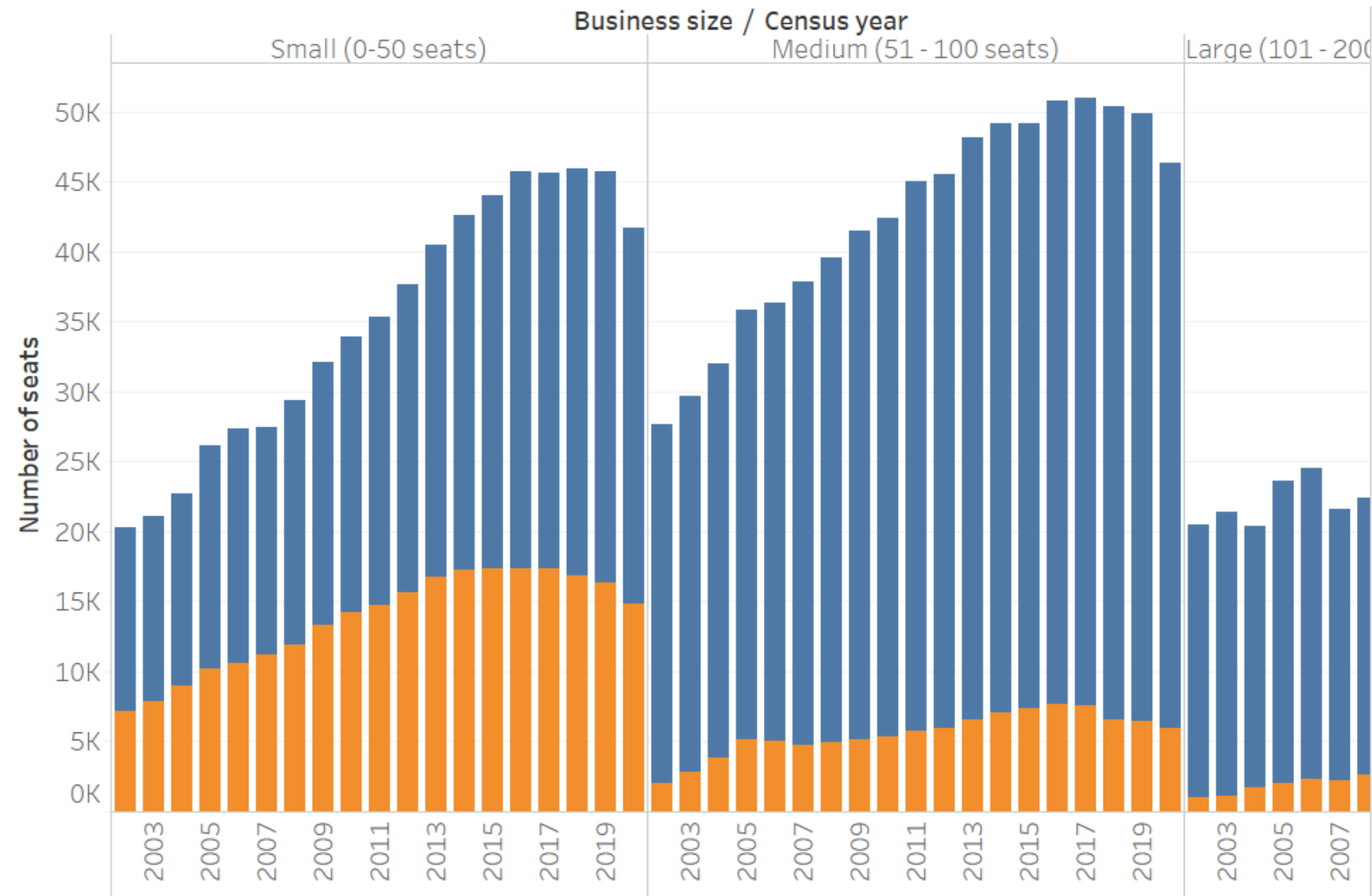
Observations:

- Total seating decrease 2019 - 2020
- Average seating size stays the same.

=> Less businesses from 2019 -> 2020

More visualisations

The change of the total number of dining seats categorised by outdoor and indoor seating



For a business of <size> in the <industry>, how should I arrange between indoor and outdoor seatings?

Upcoming work:

Explicit trend between years.

Filter for different attributes: Biz profit, number of staff, etc.

Decision maker for different input.