

Burger restaurant in Kuala Lumpur



Introduction

- ABC Burger to expand business in Malaysia (KL)
- Looking for optimum location similar to KL
- Goal is to attract enough customers to generate profit

Background

- Kuala Lumpur – capital of Malaysia
- Burger and fast food well accepted by Malaysian
- Generate multimillion with annual growth of 10%

Data

[1] The coordinates (latitude, longitude) of Kuala Lumpur.

(<https://maps.googleapis.com>)

[2] The venue data from foursquare for the following:

shopping malls in Kuala Lumpur

offices in Kuala Lumpur

tourist venues in Kuala Lumpur

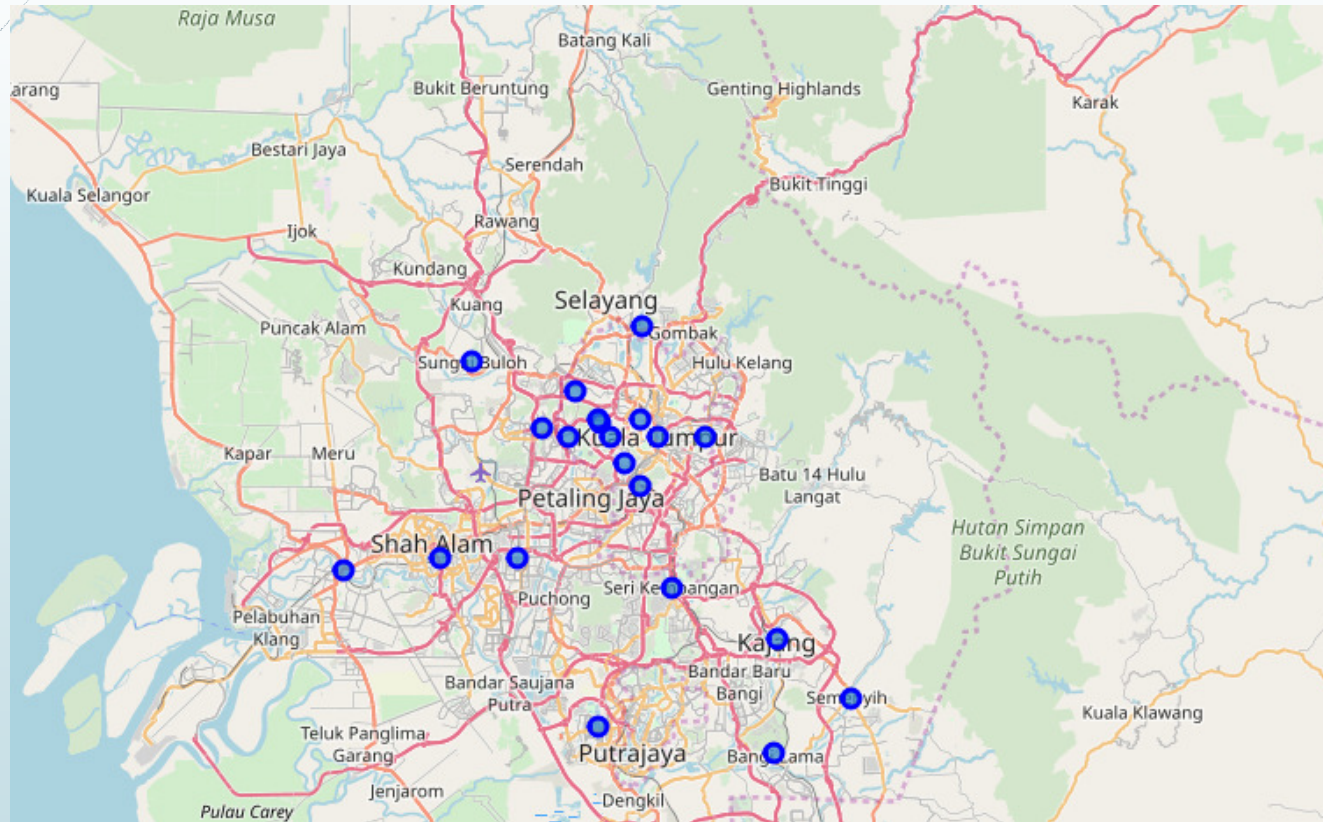
education institutions (school, college, etc) in Kuala Lumpur

etc

Methodology

- Exploratory data analysis is done to explore the neighborhood in Kuala Lumpur.
- k-means clustering is used to find similar cities

KL neighborhood

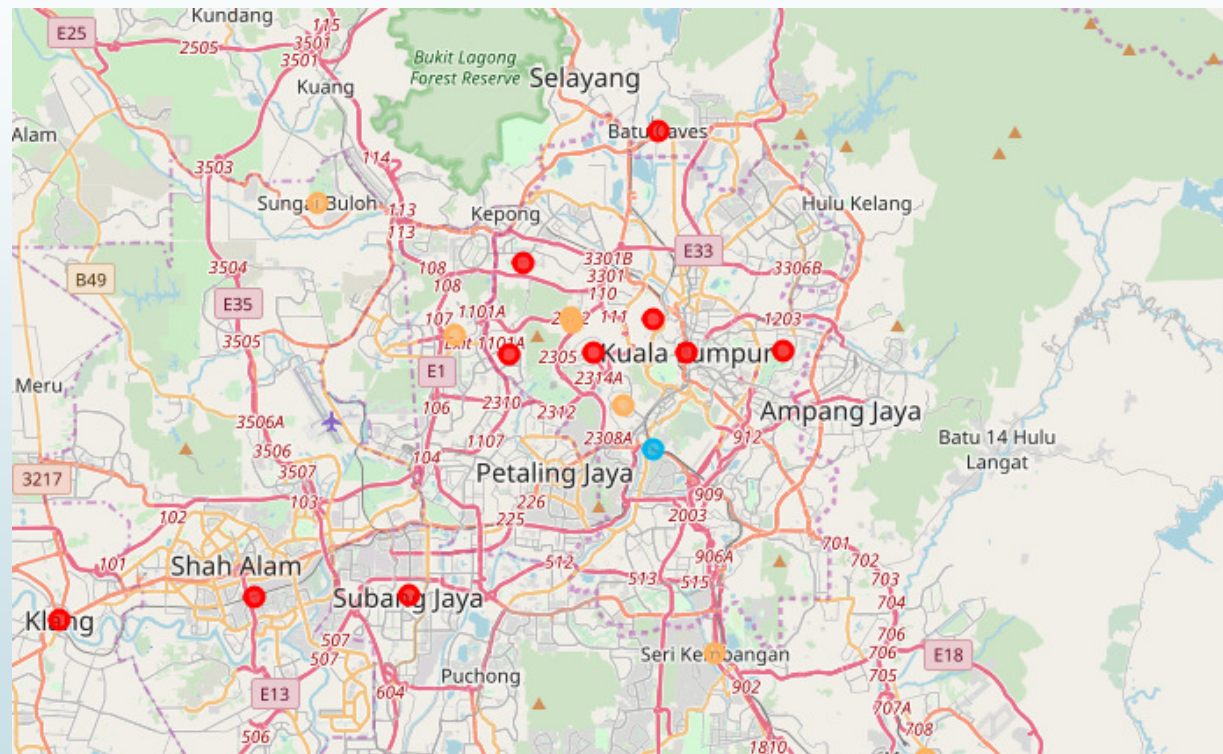


Results

- Total of 10 cities similar to Kuala Lumpur City Centre

0	Kuala Lumpur City Centre
1	Ampang
2	TTDI
5	Damansara Heights
7	Desa ParkCity
8	Bukit Tunku
11	Subang Jaya
12	Cyberjaya
15	Shah Alam
16	Klang
20	Batu Caves

Results



Conclusion

- Recommend to open the outlet in Damansara Heights.
- Look forward to the success of the new outlet !