6/24/2021

Coursera Capstone

“The Battle of Neighbourhoods (Kyoto Edition)”

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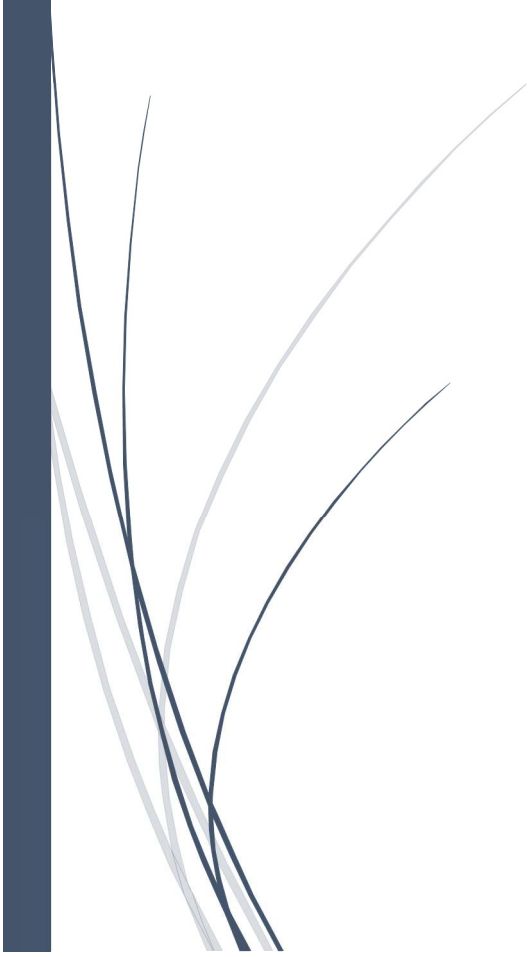


Capstone Project - The Battle of Neighbourhoods (Week 1)

Contents

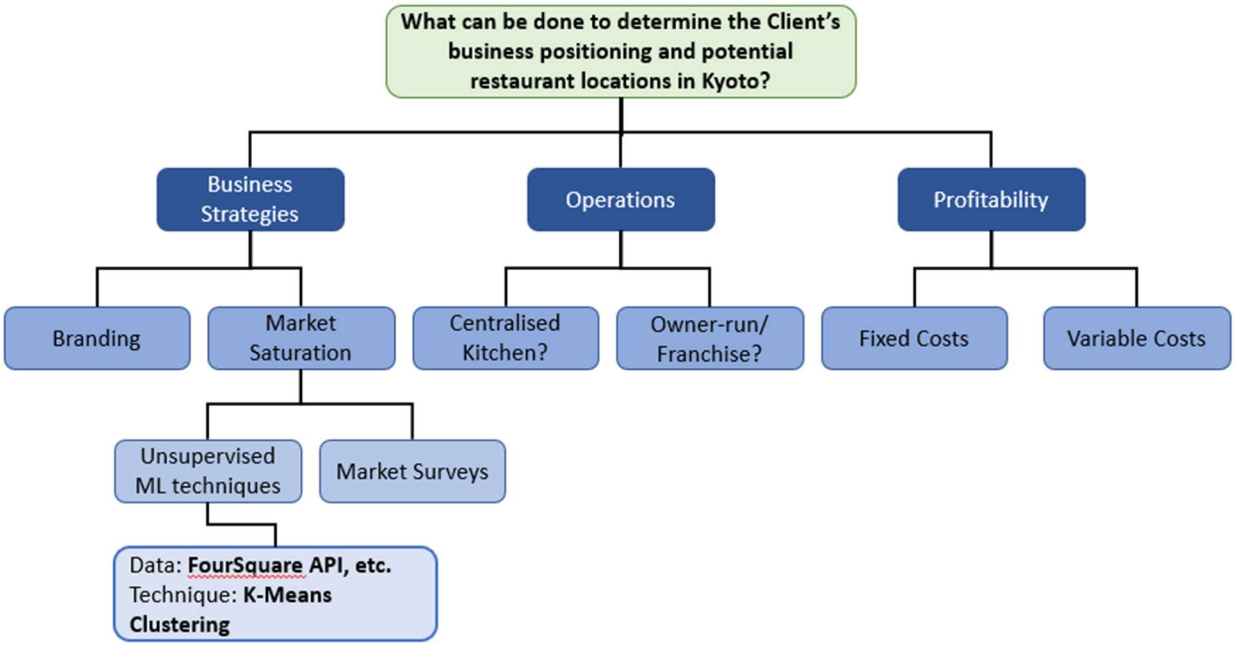
Introduction/ Business Problem

A client has approached the Consultation firm to advise on the business strategies and execution roadmap on setting up restaurants in Kyoto. The initial business problem question is **"Should the Client setup a restaurant chain in Kyoto, and where?"**

Imagined I have been assigned to this project. Working with the Client, we systemically reviewed the Client's business problem and outlined the following:

a) The Client is targeting to set up restaurant presence in Kyoto
b) They are not certain of the market saturation nor potential locations in Kyoto to act on.

The reframed problem statement is thus: **"What can be done to determine the Client's business positioning and potential restaurant locations in Kyoto?"**
With the reframed problem statement, we next worked closely with the client to establish the following top-level business drivers viz. Business Strategies, Operations and Profitability.



Along the line of Business Strategies, it was decided that Unsupervised Machine Learning technique could be applied to analysis and uncover insights valuable to influencing the formulation of Client's business strategies.
Specifically**, K-Means clustering** will be applied onto **the relevant restaurants' geo spatial data** to **cluster these entities and uncover insights such as viable restaurant themes and suitable restaurant locations**.

Data

Two data sources were identified for use. These are:

1) **List of Kyoto wards and their respective geo coordinates**. The wards list can be retrieved from the following webpage (https://en.wikipedia.org/wiki/Wards_of_Kyoto), whereas the coordinates can be retrieved using the geopy library.

2) Restaurants in each neighborhood of Kyoto. The data can be retrieved using the Foursquare API, and specifying the particular category of interest.