

Red Ocean Locator



1. Description of the project

For a group of entrepreneurs who would like to start their own restaurant, the location is critical. From our analysis, the perfect location would be a place where there is medium to high density of restaurant. But instead of competing head to head with same restaurant type, the strategy is to make the competition irrelevant simply by opening up a service which does not exist yet. This approach is directly derived from the blue ocean marketing strategy.

The concept is quite simple to understand. The Red Ocean is where every restaurant is today. There is a defined market, defined competitors and a typical way to run restaurant. The Red Ocean is analogous to a shark infested ocean where the sharks are fighting each other for the same prey. The Blue Ocean, on the other hand, is calm, smooth and little or no competition. The goal is to capture some of the existing customers but to attract new ones. And the service offered (beyond the food) is something none of the restaurant are currently offering. Simply because they do not know about it or they do not know how to do it. Of course, they will try to copy but it will take some time. In this capstone case, we will not cover what kind of services these new types of restaurant will offer. However, since they want to be located to in high density restaurant neighbourhood, our red ocean locator will provide entrepreneurs a list of neighbourhoods forming the red ocean.

2. Data

Geo-locational information about all the city neighbourhood will be required. We specifically and technically mean the latitude and longitude numbers. The city selected for this project will be Amsterdam as the entrepreneurs are dutch and wishes to identify a few places to start up new restaurants. This data will be provided by ourselves since entrepreneurs do not have this information. Neighborhoods in Amsterdam will be identified by their corresponding Postal Codes.

Data about different venues including restaurants in different neighborhoods will also be required. In order to get this dataset, "Foursquare" will be queried. The output will return basic and advanced information about each venue. For example, venue data will contain its precise latitude, longitude distance to the neighbourhood center but also advanced information such as the category of that venue. A typical request from Foursquare will provide us with the following information:

[Postal Code] [Venue Latitude] [Venue Longitude] [Venue name] [Venue Category] [Distance (meter)]

3. Background information about Foursquare :

Foursquare is a local search-and-discovery service [mobile app](#) which provides search results for its users. The app provides personalized recommendations of places to go to near a user's current location based on users' "previous browsing history, purchases, or check-in history"

Community: More than 50 million people use Foursquare City Guide and Foursquare Swarm each month, across desktop, mobile web, and mobile apps. We recently surpassed more than 12 billion check-ins, and our record high is over 9 million check-ins in a single day on Swarm.

Platform: More than 105 million venues mapped around the world.

Employees: Nearly 250 people at our New York headquarters or based in San Francisco, Chicago, Los Angeles, Atlanta, Detroit, London, Singapore and more.