# Expatriate Restaurants in Bangkok Neighborhoods

Out of Bangkok's fifty districts, where can you find a taste of home when you need a break from the spicy, sour Thai cuisine



# Agenda

- Introduction
- Data
- Methodology
- Results
- Discussion
- Conclusion

#### Introduction

I'm a Canadian who spent about four years in Bangkok, and it took quite a while to get used to the food. Thai food is considered one of the best in the word, but if you are an expat who is used to a less spicy taste, then you will need a break occasionally. At least that is what I found.

Bangkok has over eight million people and over fifty regions or districts, from the near-rural outskirts like Thawi Watthana to the upscale downtown districts like Bang Rak. Nowadays most tourists travel by sky train, and it is convenient to know an area where one could get off at a stop and find a variety of international food of a particular region.

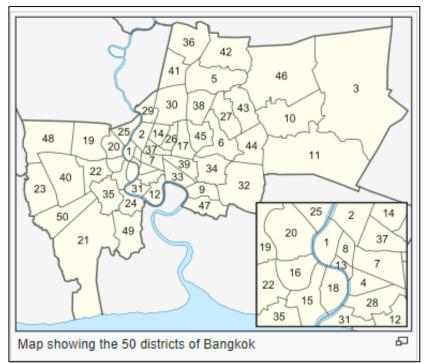
In this project, the focus is on non-Thai restaurants; what types are the most popular, and how clustering the food venues in each neighborhood can show the locations where one is most likely to find the type of international food of interest.

#### Data

https://en.wikipedia.org/wiki/List\_of\_districts\_of\_Bangkok

- Bangkok's districts and location data were taken from Wikipedia
- Cleaning to show Districts and Location only

#### Bangkok's Districts



#### Bangkok's Districts



## Methodology

- Load and clean the Bangkok district and latitude, longitude data
- Use Numpy, Pandas, Forge, Foresquare, matplotlib, Folium
- Use Folium to generate a map of the 50 districts
- Use Foresquare to identify venues
- Explore the neighborhoods
- Modify the data to focus on non-Thai restaurants
- K-means clustering using 7 clusters to sort the neigborhoods
- Map the clusters
- Examine the clusters

# Data Import and Cleaning

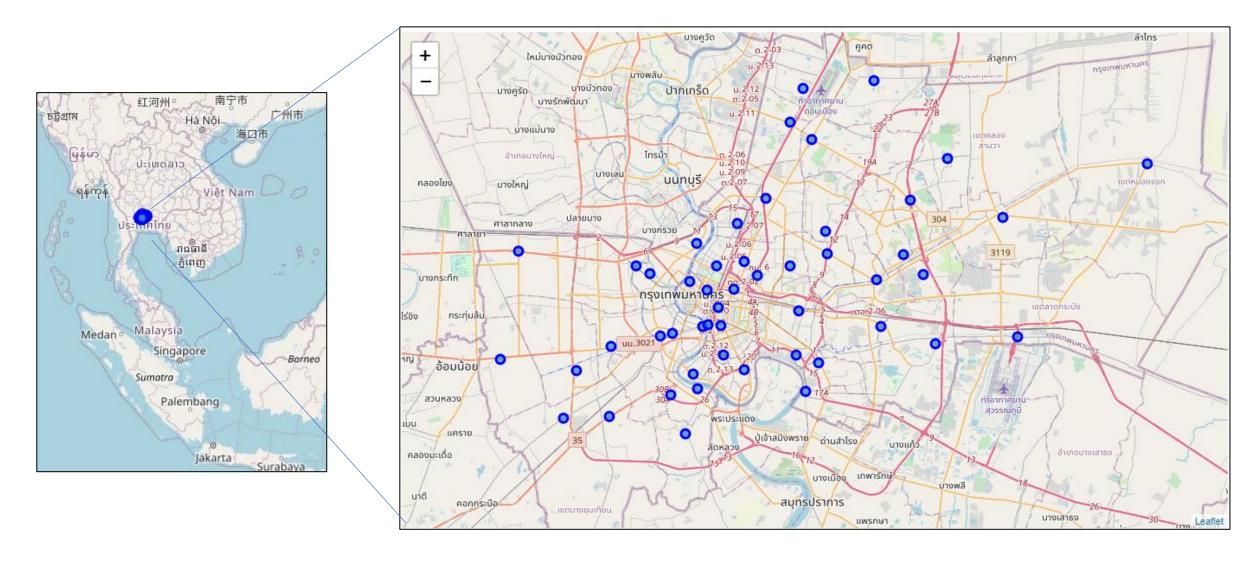
#### Header and first rows of the Wikipedia page

	District(Khet)	MapNr	Post-code	Thai	Popu-lation	No. of Subdis-tricts Khwaeng	Latitude	Longitude
0	Bang Bon	50	10150	บางบอน	105161	4	13.659200	100.399100
1	Bang Kapi	6	10240	บางกะปี	148465	2	13.765833	100.647778
2	Bang Khae	40	10160	บางแค	191781	4	13.696111	100.409444
3	Bang Khen	5	10220	บางเขน	189539	2	13.873889	100.596389
4	Bang Kho Laem	31	10120	บางคอแหลม	94956	3	13.693333	100.502500

#### Data Type

District(Khet)	object
MapNr	int64
Post-code	int64
Thai	object
Popu-lation	int64
No. ofSubdis-trictsKhwaeng	int64
Latitude	float64
Longitude	float64
dtype: object	

# Map of Bangkok's districts



# Exploring the 1<sup>st</sup> district: Bang Bong

	name	categories	lat	Ing
0	ขาหมูบางหว้า	Thai Restaurant	13.657136	100.395230
1	Irashaimase Japanese Restaurant	Japanese Restaurant	13.658358	100.401403
2	ส.สุขโภชนา	Chinese Restaurant	13.660358	100.404866
3	Lotus Express (โลตัส เอ็กซ์เพรส)	Convenience Store	13.657839	100.397243
4	Bussabar Steak House	Bar	13.656856	100.404690
5	ลาบร้อยเอ็ด เสื้อเคหะ	Som Tum Restaurant	13.656436	100.404455
6	7-Eleven (เซเว่น อีเลฟเว่น)	Convenience Store	13.656440	100.394178
7	ก๋วยเตี๋ยวปลา แม่ช้อนทอง	Noodle House	13.657938	100.396723
8	ตัาเกอ ก๋วยเดี๋ยวไก่	Asian Restaurant	13.661457	100.405019
9	Café Amazon (คาเฟ อเมซอน)	Coffee Shop	13.660836	100.405246

# Frequency of all restaurants in Bangkok

Note: Thai and Asian are obviously the most common and will be removed from the analysis since the objective is to find international options

## Curious to see what the "fast Food" category is comprised of

Venue	
A&W (เอ แอนด์ ดับบลิว)	1
A&W (เอแอนด์ดับบลิว)	3
Burger King	1
Burger King (เบอร์เกอร์ คิง)	12
Burger King (เบอร์เกอร์คิง)	3
Chester's (เชสเตอร์)	2
Chester's Grill (เชสเตอร์ กริลล์)	1
Chester's Grill (เชสเตอร์กริลล์)	1
KFC	3
KFC (เคเอฟซี)	22
KFC drive thru	1
McDonald's	1
McDonald's & McCafé (แมคโดนัลด์ & แมคคาเฟ่)	11
McDonald's (แมคโดนัลด์)	4
McDonald's (แม็คโดนัลด์)	3
เคเอฟซี	1
Name: Venue, dtype: int64	

... Typical USA Fast Food Chains

All Restaurants in Bangkok	
Thai Restaurant	394
Asian Restaurant	136
Japanese Restaurant	123
Som Tum Restaurant	112
Seafood Restaurant	98
Hotpot Restaurant	88
Chinese Restaurant	82
Fast Food Restaurant	70
Restaurant	65
Vietnamese Restaurant	38
Sushi Restaurant	31
Italian Restaurant	29
Shabu-Shabu Restaurant	28
Ramen Restaurant	21
Halal Restaurant	18
Korean Restaurant	17
Dim Sum Restaurant	15
Cantonese Restaurant	10
Vegetarian / Vegan Restaurant	9
French Restaurant	6

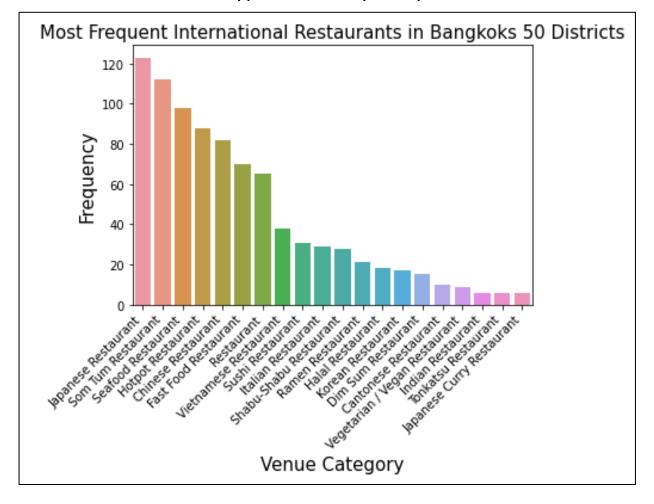
Japanese Curry Restaurant	6
Tonkatsu Restaurant	6
Indian Restaurant	6
American Restaurant	3
Dumpling Restaurant	3
Satay Restaurant	3
Donburi Restaurant	2
German Restaurant	2
Eastern European Restaurant	2
Cajun / Creole Restaurant	2
Molecular Gastronomy Restaurant	2
Yoshoku Restaurant	1
Australian Restaurant	1
Udon Restaurant	1
Hainan Restaurant	1
Modern European Restaurant	1
Soba Restaurant	1
Swiss Restaurant	1
Mexican Restaurant	1
Greek Restaurant	1
Kaiseki Restaurant	1
Name: Venue Category, dtype: int64	

# Restaurant frequency, Note: Thai and Asian categories removed

#### **Restaurant Frequency**

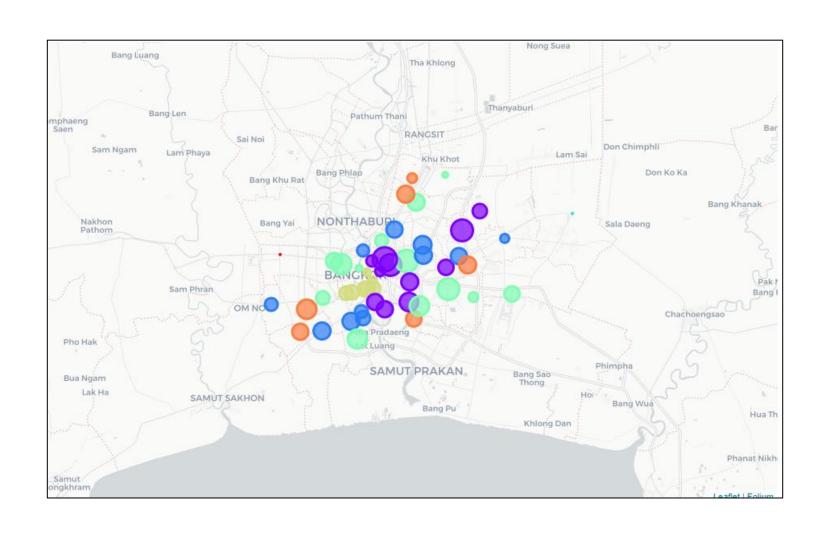
	Venue_Category	Frequency
0	Japanese Restaurant	123
1	Som Tum Restaurant	112
2	Seafood Restaurant	98
3	Hotpot Restaurant	88
4	Chinese Restaurant	82
5	Fast Food Restaurant	70
6	Restaurant	65
7	Vietnamese Restaurant	38
8	Sushi Restaurant	31
9	Italian Restaurant	29
10	Shabu-Shabu Restaurant	28
11	Ramen Restaurant	21
12	Halal Restaurant	18
13	Korean Restaurant	17
14	Dim Sum Restaurant	15
15	Cantonese Restaurant	10
16	Vegetarian / Vegan Restaurant	9
17	Indian Restaurant	6
18	Tonkatsu Restaurant	6
19	Japanese Curry Restaurant	6

Chart of Restaurant Type and Frequency



# **Results** of the Clustering (n=7)

# Cluster Map using n=7 clusters



### Cluster 0: The diverse mix

A small cluster, showing the most diversity in international choices and would be a good choice for a wide selection. Chinese, fast food, Indian, Halan, Mediterranean and European choices are available.

Popu- lation	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Most Common Venue	7th Most Common Venue	8th Most Common Venue	9th Most Common Venue	10th Most Common Venue
44 76351	Chinese	Yoshoku	Fast Food	Indian	Hotpot	Halal	Hainan	Greek	German	French
	Restaurant									

## Cluster 1: Japanese

These are the areas if you want Japanese food; either the 1<sup>st</sup> or 2<sup>nd</sup> most common.

	Popu- lation	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Most Common Venue	7th Most Common Venue	8th Most Common Venue	9th Most Common Venue	10th Most Common Venue
1	148465	Japanese Restaurant	Som Tum Restaurant	Vietnamese Restaurant	Fast Food Restaurant	Halal Restaurant	Chinese Restaurant	Japanese Curry Restaurant	Shabu-Shabu Restaurant	Seafood Restaurant	Hotpot Restaurant
15	130220	Japanese Restaurant	Som Tum Restaurant	Sushi Restaurant	Hotpot Restaurant	Korean Restaurant	Restaurant	Donburi Restaurant	Vegetarian / Vegan Restaurant	Shabu-Shabu Restaurant	Seafood Restaurant
17	107655	Japanese Restaurant	Chinese Restaurant	Restaurant	Hotpot Restaurant	Sushi Restaurant	Som Tum Restaurant	Dim Sum Restaurant	Italian Restaurant	French Restaurant	Halal Restaurant
19	88678	Japanese Restaurant	Fast Food Restaurant	Seafood Restaurant	Sushi Restaurant	Hotpot Restaurant	Som Tum Restaurant	Restaurant	Udon Restaurant	Shabu-Shabu Restaurant	Tonkatsu Restaurant
20	169489	Restaurant	Japanese Restaurant	Som Tum Restaurant	Seafood Restaurant	Hotpot Restaurant	Vietnamese Restaurant	Fast Food Restaurant	Italian Restaurant	Cantonese Restaurant	Donburi Restaurant
22	109041	Japanese Restaurant	Italian Restaurant	Sushi Restaurant	Chinese Restaurant	Korean Restaurant	Ramen Restaurant	Indian Restaurant	Vietnamese Restaurant	Eastern European Restaurant	Restaurant
31	72952	Japanese Restaurant	Som Tum Restaurant	Restaurant	Sushi Restaurant	Dim Sum Restaurant	Mexican Restaurant	Italian Restaurant	Cantonese Restaurant	Chinese Restaurant	Shabu-Shabu Restaurant
37	73035	Japanese Restaurant	Som Tum Restaurant	Italian Restaurant	Vietnamese Restaurant	Molecular Gastronomy Restaurant	Seafood Restaurant	Shabu-Shabu Restaurant	Hotpot Restaurant	Sushi Restaurant	Tonkatsu Restaurant
41	84916	Som Tum Restaurant	Japanese Restaurant	Italian Restaurant	Seafood Restaurant	Restaurant	French Restaurant	Modern European Restaurant	Cantonese Restaurant	Chinese Restaurant	Sushi Restaurant
48	81623	Japanese Restaurant	Italian Restaurant	Restaurant	Ramen Restaurant	Shabu-Shabu Restaurant	Vegetarian / Vegan Restaurant	Vietnamese Restaurant	Kaiseki Restaurant	Korean Restaurant	Greek Restaurant
49	81521	Seafood Restaurant	Japanese Restaurant	Restaurant	Sushi Restaurant	Som Tum Restaurant	Hotpot Restaurant	Hainan Restaurant	German Restaurant	Korean Restaurant	Ramen Restaurant

# Cluster 2: Chinese Hotpot

1<sup>st</sup> to 3<sup>rd</sup> most common venues in this cluster are Chinese Hotpot.

	Popu- lation	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Most Common Venue	7th Most Common Venue	8th Most Common Venue	9th Most Common Venue	10th Most Common Venue
4	94956	Hotpot Restaurant	Chinese Restaurant	Seafood Restaurant	Dim Sum Restaurant	Vegetarian / Vegan Restaurant	Halal Restaurant	Restaurant	Japanese Restaurant	Indian Restaurant	Donburi Restaurant
5	165491	Hotpot Restaurant	Seafood Restaurant	Restaurant	Japanese Restaurant	Som Tum Restaurant	Chinese Restaurant	Fast Food Restaurant	Sushi Restaurant	Vietnamese Restaurant	Cantonese Restaurant
7	99273	Chinese Restaurant	Japanese Restaurant	Hotpot Restaurant	Restaurant	Som Tum Restaurant	Seafood Restaurant	Dim Sum Restaurant	Cantonese Restaurant	Donburi Restaurant	Dumpling Restaurant
12	145830	Japanese Restaurant	Seafood Restaurant	Hotpot Restaurant	Chinese Restaurant	Halal Restaurant	Restaurant	Fast Food Restaurant	Vietnamese Restaurant	Dim Sum Restaurant	Som Tum Restaurant
13	160906	Hotpot Restaurant	Som Tum Restaurant	Japanese Restaurant	Seafood Restaurant	Chinese Restaurant	Fast Food Restaurant	Restaurant	Japanese Curry Restaurant	Korean Restaurant	Yoshoku Restaurant
14	158005	Hotpot Restaurant	Chinese Restaurant	Seafood Restaurant	Som Tum Restaurant	Restaurant	Halal Restaurant	Sushi Restaurant	Ramen Restaurant	Eastern European Restaurant	Hainan Restaurant
25	122182	Hotpot Restaurant	Japanese Restaurant	Chinese Restaurant	Som Tum Restaurant	Restaurant	Seafood Restaurant	Halal Restaurant	Italian Restaurant	Vietnamese Restaurant	Korean Restaurant
26	137251	Seafood Restaurant	Hotpot Restaurant	Halal Restaurant	Fast Food Restaurant	Shabu-Shabu Restaurant	Japanese Restaurant	Dim Sum Restaurant	Donburi Restaurant	Dumpling Restaurant	Chinese Restaurant
28	150218	Hotpot Restaurant	Restaurant	Sushi Restaurant	Fast Food Restaurant	Som Tum Restaurant	Ramen Restaurant	Japanese Restaurant	Chinese Restaurant	Dim Sum Restaurant	Donburi Restaurant
36	86695	Hotpot Restaurant	Chinese Restaurant	Seafood Restaurant	Dim Sum Restaurant	Japanese Restaurant	Ramen Restaurant	Halal Restaurant	Vegetarian / Vegan Restaurant	Restaurant	Sushi Restaurant
47	114768	Chinese Restaurant	Hotpot Restaurant	Japanese Restaurant	Seafood Restaurant	Som Tum Restaurant	Restaurant	Halal Restaurant	Vietnamese Restaurant	Korean Restaurant	American Restaurant

#### Cluster 3: Generic Restaurants

In Thailand, the simple "restaurant" category are sit-down venues and have a large menu and variety of dishes; including Thai, American and European and Mediterranean.

	Popu- lation	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Most Common Venue	7th Most Common Venue	8th Most Common Venue	9th Most Common Venue	10th Most Common Venue
27	157138	Restaurant	Yoshoku Restaurant	Japanese Curry Restaurant	Indian Restaurant	Hotpot Restaurant	Halal Restaurant	Hainan Restaurant	Greek Restaurant	German Restaurant	French Restaurant

### Cluster 4: North-Eastern food

"Som Tum" is the 1<sup>st</sup> or 2<sup>nd</sup> most popular in cluster 4. A spicy and delicious saled, which is technically Thai, these restaurants offer a menu from the North-Eastern region that includes Laos. Dishes are less spicy, delicate and include more vegetarian or freshwater-fish.

10th Most Common Venue	9th Most Common Venue	8th Most Common Venue	7th Most Common Venue	6th Most Common Venue	5th Most Common Venue	4th Most Common Venue	3rd Most Common Venue	2nd Most Common Venue	1st Most Common Venue	Popu- lation	
Halal Restaurant	Restaurant	Ramen Restaurant	Fast Food Restaurant	Shabu-Shabu Restaurant	Seafood Restaurant	Japanese Restaurant	Vietnamese Restaurant	Som Tum Restaurant	Hotpot Restaurant	189539	3
Halal Restaurant	Shabu-Shabu Restaurant	Dim Sum Restaurant	Vegetarian / Vegan Restaurant	Chinese Restaurant	Cantonese Restaurant	Hotpot Restaurant	Seafood Restaurant	Japanese Restaurant	Som Tum Restaurant	132234	9
Halal Restaurant	Fast Food Restaurant	Sushi Restaurant	Shabu-Shabu Restaurant	Ramen Restaurant	Japanese Restaurant	Seafood Restaurant	Chinese Restaurant	Hotpot Restaurant	Som Tum Restaurant	117793	10
Fast Food Restaurant	Indian Restaurant	Chinese Restaurant	Dim Sum Restaurant	Hotpot Restaurant	Seafood Restaurant	Korean Restaurant	Vietnamese Restaurant	Japanese Restaurant	Som Tum Restaurant	78175	18
Hotpot Restaurant	Shabu-Shabu Restaurant	Dim Sum Restaurant	Sushi Restaurant	Vietnamese Restaurant	Italian Restaurant	Seafood Restaurant	Japanese Restaurant	Fast Food Restaurant	Som Tum Restaurant	163175	24
Chinese Restaurant	Seafood Restaurant	Shabu-Shabu Restaurant	Donburi Restaurant	Vietnamese Restaurant	Ramen Restaurant	Hotpot Restaurant	Fast Food Restaurant	Som Tum Restaurant	Japanese Restaurant	129827	30
Dumpling Restaurant	Hotpot Restaurant	Chinese Restaurant	Fast Food Restaurant	Shabu-Shabu Restaurant	Ramen Restaurant	Italian Restaurant	Vietnamese Restaurant	Som Tum Restaurant	Japanese Restaurant	93482	32
Dumpling Restaurant	Donburi Restaurant	Dim Sum Restaurant	Seafood Restaurant	Italian Restaurant	Fast Food Restaurant	Hotpot Restaurant	Vietnamese Restaurant	Japanese Restaurant	Som Tum Restaurant	57876	33
Donburi Restaurant	Dim Sum Restaurant	Chinese Restaurant	Hotpot Restaurant	Halal Restaurant	Vietnamese Restaurant	Seafood Restaurant	Restaurant	Fast Food Restaurant	Som Tum Restaurant	160671	35
Greek Restaurant	Hainan Restaurant	Halal Restaurant	Hotpot Restaurant	Yoshoku Restaurant	Fast Food Restaurant	Italian Restaurant	Som Tum Restaurant	Restaurant	Vietnamese Restaurant	188123	38
Fast Food Restaurant	Cantonese Restaurant	Restaurant	Vietnamese Restaurant	Italian Restaurant	Hotpot Restaurant	Japanese Restaurant	Seafood Restaurant	Chinese Restaurant	Som Tum Restaurant	115658	42
Seafood Restaurant	Shabu-Shabu Restaurant	Sushi Restaurant	Chinese Restaurant	Italian Restaurant	Restaurant	Hotpot Restaurant	Fast Food Restaurant	Japanese Restaurant	Som Tum Restaurant	106604	43
Ramen Restaurant	Shabu-Shabu Restaurant	Sushi Restaurant	Vietnamese Restaurant	Chinese Restaurant	Seafood Restaurant	Fast Food Restaurant	Japanese Restaurant	Hotpot Restaurant	Som Tum Restaurant	116473	46

## Cluster 5: Seafood

Tourists searching for seafood will find a lot of choices in these areas.

	Popu- lation	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Most Common Venue	7th Most Common Venue	8th Most Common Venue	9th Most Common Venue	10th Most Common Venue
8	45875	Restaurant	Italian Restaurant	Som Tum Restaurant	Japanese Curry Restaurant	French Restaurant	Seafood Restaurant	Chinese Restaurant	Japanese Restaurant	Tonkatsu Restaurant	Dim Sum Restaurant
11	72321	Seafood Restaurant	Japanese Restaurant	Chinese Restaurant	Vegetarian / Vegan Restaurant	Som Tum Restaurant	Vietnamese Restaurant	Fast Food Restaurant	Hotpot Restaurant	Cantonese Restaurant	Dim Sum Restaurant
21	76446	Seafood Restaurant	Chinese Restaurant	Som Tum Restaurant	Japanese Restaurant	Shabu- Shabu Restaurant	Hotpot Restaurant	French Restaurant	Restaurant	Indian Restaurant	Italian Restaurant
29	53263	Seafood Restaurant	Japanese Restaurant	Molecular Gastronomy Restaurant	Japanese Curry Restaurant	Tonkatsu Restaurant	Som Tum Restaurant	Hotpot Restaurant	Restaurant	Hainan Restaurant	Greek Restaurant
34	51006	Seafood Restaurant	Som Tum Restaurant	Sushi Restaurant	Vietnamese Restaurant	Japanese Restaurant	Chinese Restaurant	Cantonese Restaurant	Cajun / Creole Restaurant	Dim Sum Restaurant	Donburi Restaurant
39	27452	Seafood Restaurant	Chinese Restaurant	Som Tum Restaurant	Japanese Restaurant	French Restaurant	Restaurant	Indian Restaurant	Italian Restaurant	Cantonese Restaurant	Tonkatsu Restaurant
45	119708	Chinese Restaurant	Seafood Restaurant	Satay Restaurant	Shabu-Shabu Restaurant	Vietnamese Restaurant	Fast Food Restaurant	Hotpot Restaurant	Indian Restaurant	Som Tum Restaurant	Cantonese Restaurant

### Cluster 6: Fast Food

Mac Donald's, Burger King, KFC and more. If you really need a quick bang-for-the-buck taste from home, search no more!

Popu- lation	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Most Common Venue	7th Most Common Venue	8th Most Common Venue	9th Most Common Venue	10th Most Common Venue
0 105161	Fast Food Restaurant	Japanese Restaurant	Chinese Restaurant	Som Tum Restaurant	Hotpot Restaurant	Cantonese Restaurant	Seafood Restaurant	Vietnamese Restaurant	Vegetarian / Vegan Restaurant	Satay Restaurant
<b>2</b> 191781	Fast Food Restaurant	Japanese Restaurant	Chinese Restaurant	Som Tum Restaurant	Hotpot Restaurant	Ramen Restaurant	Seafood Restaurant	Shabu- Shabu Restaurant	Restaurant	Australian Restaurant
6 95912	Italian Restaurant	Fast Food Restaurant	Vietnamese Restaurant	Chinese Restaurant	Seafood Restaurant	Shabu- Shabu Restaurant	Korean Restaurant	Restaurant	Japanese Restaurant	Dumpling Restaurant
<b>16</b> 166261	Fast Food Restaurant	Restaurant	Japanese Restaurant	Som Tum Restaurant	Eastern European Restaurant	Shabu- Shabu Restaurant	Seafood Restaurant	Chinese Restaurant	Dim Sum Restaurant	Donburi Restaurant
23 109770	Fast Food Restaurant	Japanese Restaurant	Hotpot Restaurant	Som Tum Restaurant	Vietnamese Restaurant	Seafood Restaurant	Korean Restaurant	Restaurant	Dumpling Restaurant	Sushi Restaurant
40 89825	Japanese Restaurant	Fast Food Restaurant	Halal Restaurant	Chinese Restaurant	Hotpot Restaurant	Seafood Restaurant	Swiss Restaurant	Dim Sum Restaurant	Shabu-Shabu Restaurant	Donburi Restaurant

#### Discussion

- Although Thai and Asian restaurants are obviously the most common in Bangkok, there is some variety in the international flavors
- Experimenting, I found that seven clusters was the best and showed the most difference between neighborhoods
- Cluster 0 and 3 only represent one district each, and both are suburbs, explaining possibly why they both have a wide variety of food types
- The Seafood clusters are near the river which is logical
- The Japanese restaurants are in the more upscale districts, which indicates that this is considered an exclusive treat

#### Conclusions

- K-means clustering resulted in successfully showing where a certain type of international restaurant may be found in Bangkok
- The most common international foods are Japanese, Chinese, and American-style fast food
- More remote districts will have a variety of restaurants, or single restaurants with a diverse menu