

Applied Data Science Capstone

HORECA investment in Tokyo Metropolis Business case analysis

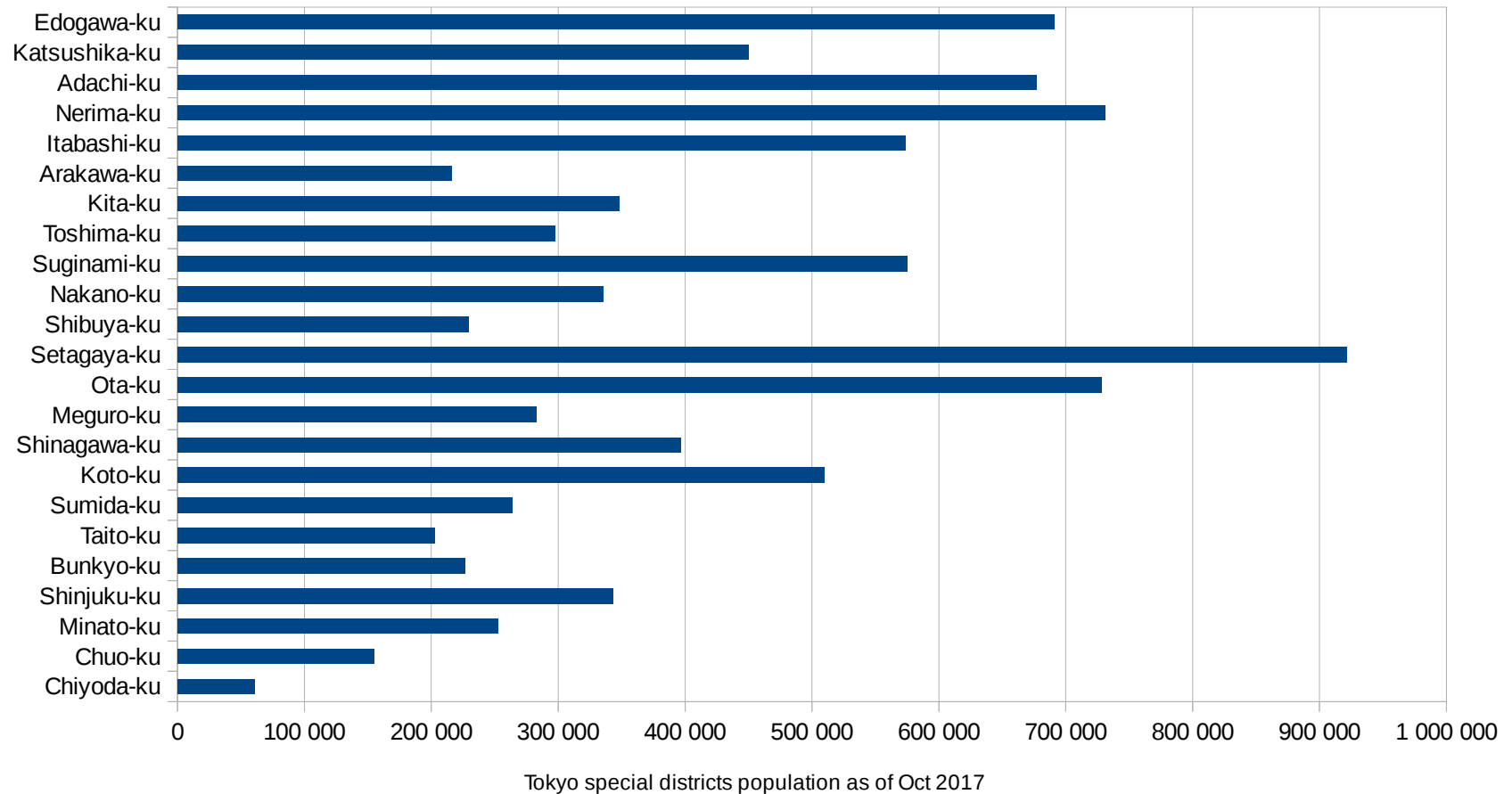
HORECA

- HORECA is an acronym for HOtels REstaurants and Cafeteria.
- For this type of business one of the crucial factors of success is a good location – in most cases means popular venues with an easy access
- Applied Data Analysis will try to provide some suggested locations for hypothetical investment

Tokyo basic statistical data

- Population – 38 305 000 (April 2018)
- Tourist visitors – 12 120 000 (2018) (9th most popular in the world)
- Largest urban economy in the world
- In 2019, it hosted 36 of the Fortune Global 500 companies
- In 2020, it ranked third on the Global Financial Centres Index, behind New York City and London.

Tokyo city population by wards



Sample of Venues info from the Foursquare

	Place	Venue	Venue Category
0	Chiyoda	Imperial Palace East Garden (皇居東御苑)	Park
1	Chiyoda	江戸城 本丸御殿	Historic Site
2	Chiyoda	Sakashitamon Gate (坂下門)	Historic Site
3	Chiyoda	宮殿東庭 (新宮殿前広場)	Palace
4	Chiyoda	Imperial Palace Loop (皇居ランニングコース)	Track

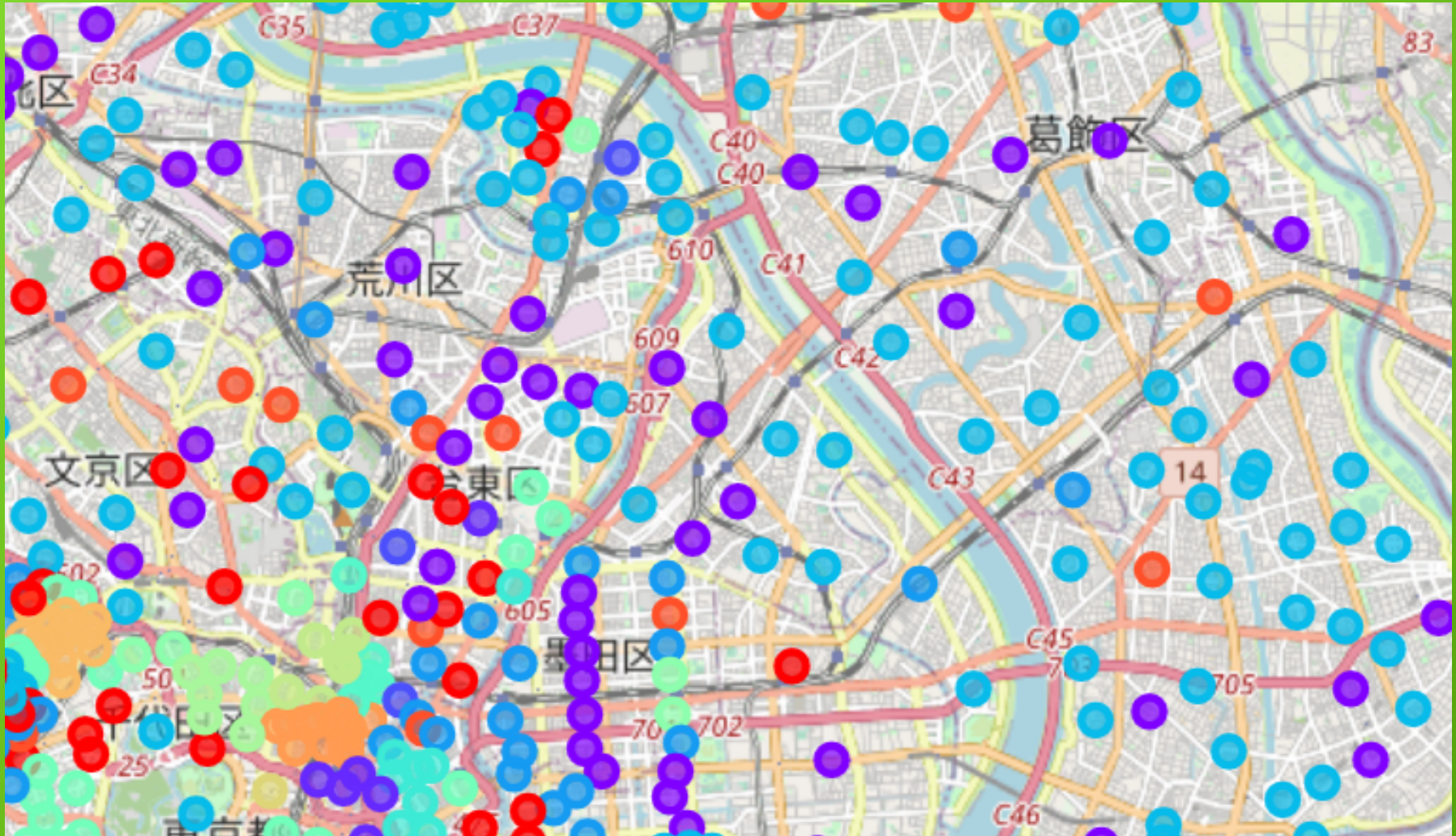
Sample of “most popular” analysis

	Place	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
0	Adachi	Convenience Store	Donburi Restaurant	Intersection	Restaurant	Ramen Restaurant	Chinese Restaurant	Convenience Store
1	Adumabashi	Convenience Store	Café	Soba Restaurant	Shopping Mall	Sake Bar	Unagi Restaurant	Bus Stop
2	Agebachou	Japanese Restaurant	Italian Restaurant	BBQ Joint	French Restaurant	Ramen Restaurant	Sake Bar	Yakitori Restaurant
3	Aizumichou	Sake Bar	Ramen Restaurant	Convenience Store	BBQ Joint	Café	Bar	Convenience Store
4	Akabane	Sake Bar	Convenience Store	Ramen Restaurant	Coffee Shop	BBQ Joint	Soba Restaurant	Indie Restaurant

Top of the occurrence by quantity

Convenience Store	674
Ramen Restaurant	545
Japanese Restaurant	481
Café	439
Sake Bar	414
Chinese Restaurant	332
Coffee Shop	288
Park	286
BBQ Joint	268
Grocery Store	238
Italian Restaurant	232
Bus Stop	191
Intersection	188
Soba Restaurant	179
Supermarket	171
Sushi Restaurant	159
Bakery	146

Part of the clustering picture



Final result – list of locations with the highest number of venues in the top ranked cluster

Place	
Uenokouen	91
Komazawakouen	77
Kasumigaokamachi	57
Shinonome	55
Aomi	54
Mejirodai	54
Ikenohata	54
Uenosakuragi	51
Koyamadai	49
Yakumo	49
Heiwanomorikouen	49
Yoyogikamizonochou	48
Tairamachi	48
Kouraku	48
Minamimotomachi	47
Shibamata	47
Kitanomarukouen	47