Identify business opportunities and competitor analysis in Malaysia

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1.0 Introduction and identify the problem

One of the friends of mine would like to start up a dessert café in Malaysia. However, he has no idea on the positioning in the market and the competitor in the industry. Therefore, this report is to provide him and his potential investor with more insight and provide them with enough information in order for them to make decision.

The objectives of this projects as below:

1) Identify the dessert business opportunity in the potential area.
2) Identify the competitor and analyse the position of the competitor.

2.0 Data

The data will be collected through Foursquare API and the data collected will be around the potential startup location based in Malaysia. First of all, I will use the neighbourhood name, latitude and longitude to determine the radius. After the radius has been determined, I will find out how many stores and restaurant around the radius of 5KM are I will include the total number of stores, direct competitor of dessert shop, the name of the store in the 5KM radius, the rating of the top 3 nearest competitor and the trending value. I will use all the data above to provide an overview in the neighbourhood.

3.0 Methodology

Foursquare is a social location service that allows users to explore the world around them. It allows the user to check in at specific place and share to social network. When a user checks in enough times, that user becomes the mayor of a location, which may or may not give the user access to special offers, depending on the business running a location. Therefore, this project is using the Foursquare API to communicate with Foursquare and get the various information such

as business type, customer rating or comment and nearby venue within an area. Also, I will be using Pandas to structure the data into the table format and visualising the data by using Folium.

4.0 Results

Based on my findings with Foursquare API, there are a total of 39 stores around the radius of 5KM. 29 stores out of 39 stores are restaurant while the remaining 10 stores are dessert store.

Below is the names of the shops of the restaurant and dessert shop.

|	name	categories	address	crossStreet	lat	lng	labeledLatLngs	distance	postalCode	cc	city	state	country	formattedAddress	neighborhood	id
0	Restaurant Megah Good Luck 美佳鸿运海鲜餐室	Chinese Restaurant	Jalan SS24/2	Taman Megah	3.114458	101.612266	[{'label': 'display', 'lat': 3.114457961239207...	473	47301	MY	Petaling Jaya	Selangor	Malaysia	[Jalan SS24/2 (Taman Megah), 47301 Petaling Ja...	NaN	4b17c088f964a520c7c723e3
1	Restaurant Mama Ting	Noodle House	8 Jalan SS2/10	NaN	3.115211	101.616525	[{'label': 'display', 'lat': 3.115211, 'lng': ...	250	47300	MY	Petaling Jaya	Selangor	Malaysia	[8 Jalan SS2/10, 47300 Petaling Jaya, Selangor...	NaN	5c8f6b1d28374e002cd5bebb
2	Restaurant Lim Mee Yoke	Chinese Restaurant	14, Jalan SS2/10	NaN	3.115361	101.616667	[{'label': 'display', 'lat': 3.115361428531432...	243	47300	MY	Petaling Jaya	Selangor	Malaysia	[14, Jalan SS2/10, 47300 Petaling Jaya, Selang...	NaN	4e8ad55f49018e0360ddd9bc
3	Chow Yang Restaurant	Chinese Restaurant	Bandar Utama	NaN	3.116391	101.616798	[{'label': 'display', 'lat': 3.116391031732587...	170	47300	MY	Petaling Jaya	Selangor	Malaysia	[Bandar Utama, 47300 Petaling Jaya, Selangor, ...	Taman SEA	4bf290869319a5932711cb51
4	Jin Xuan Hong Kong Restaurant (锦选香港特极点心)	Dim Sum Restaurant	59, 61 & 63 Jalan SS 22/19	Damansara Jaya	3.126746	101.615314	[{'label': 'display', 'lat': 3.126745892048449...	1060	47300	MY	Petaling Jaya	Selangor	Malaysia	[59, 61 & 63 Jalan SS 22/19 (Damansara Jaya), ...	NaN	4b0f6465f964a520fb6123e3
5	Restaurant Nyuk Min 玉明美食小厨	Chinese Restaurant	SS2	NaN	3.119452	101.620326	[{'label': 'display', 'lat': 3.119451565558448...	590	47300	MY	Petaling Jaya	Selangor	Malaysia	[SS2, 47300 Petaling Jaya, Selangor, Malaysia]	SS2	4c2f32fa213c2d7fd864305d
6	Restaurant Teow Chew Meng	Chinese Restaurant	33, Jalan SS 2/30	NaN	3.113653	101.621268	[{'label': 'display', 'lat': 3.113653181075150...	753	47300	MY	Petaling Jaya	Selangor	Malaysia	[33, Jalan SS 2/30, 47300 Petaling Jaya, Selan...	NaN	4b83f83df964a520f31831e3
7	Village Park Restaurant	Malay Restaurant	5, Jalan SS 21/37	NaN	3.137813	101.623322	[{'label': 'display', 'lat': 3.137813, 'lng': ...	2451	47400	MY	Petaling Jaya	Selangor	Malaysia	[5, Jalan SS 21/37, 47400 Petaling Jaya, Selan...	Damansara Utama	4b224fc6f964a5206a4524e3
8	Soong Foong Inn Vegetarian Restaurant	Vegetarian / Vegan Restaurant	22, Jalan SS 23/11, Taman SEA	NaN	3.118213	101.613682	[{'label': 'display', 'lat': 3.118213399295291...	231	47400	MY	Petaling Jaya	Selangor	Malaysia	[22, Jalan SS 23/11, Taman SEA, 47400 Petaling...	NaN	4c22e8c099282d7f93f367b0
9	O & S Restaurant (海天茶餐室)	Chinese Restaurant	39, Jalan 20/14, Taman Paramount	NaN	3.107863	101.624856	[{'label': 'display', 'lat': 3.107862641939182...	1471	46300	MY	Petaling Jaya	Selangor	Malaysia	[39, Jalan 20/14, Taman Paramount, 46300 Petal...	Paramount Garden	4b5a5985f964a5202abf28e3
10	Hoi Thong Restaurant	Chinese Restaurant	NaN	NaN	3.117829	101.613823	[{'label': 'display', 'lat': 3.117828555340734...	199	NaN	MY	Petaling Jaya	Selangor	Malaysia	[Petaling Jaya, Selangor, Malaysia]	NaN	4c0b882fffb8c9b6ec5e5d61
11	Restaurant Sun Yin Loong (新源隆茶室)	Chinese Restaurant	Aman Suria	Sunwaymas Commercial Centre	3.120049	101.598484	[{'label': 'display', 'lat': 3.120048914455734...	1918	47301	MY	Petaling Jaya	Selangor	Malaysia	[Aman Suria (Sunwaymas Commercial Centre), 473...	NaN	4b8b46fdf964a520919a32e3
12	IKEA Restaurant	Scandinavian Restaurant	IKEA Damansara	Level 2	3.157431	101.612683	[{'label': 'display', 'lat': 3.157430675204128...	4487	47810	MY	Petaling Jaya	Selangor	Malaysia	[IKEA Damansara (Level 2), 47810 Petaling Jay...	Mutiara Damansara	4b2460d1f964a520cc6624e3
13	Yu Yi Seafood Restaurant 友谊海鲜饭店	Asian Restaurant	NaN	NaN	3.115654	101.621915	[{'label': 'display', 'lat': 3.115653957576908...	733	NaN	MY	Petaling Jaya	Selangor	Malaysia	[Petaling Jaya, Selangor, Malaysia]	NaN	5263d0ab11d25d346732c46f
14	Lucky Loke Restaurant	Chinese Restaurant	2 Jalan SS 3/59E	NaN	3.109448	101.611666	[{'label': 'display', 'lat': 3.109448248258318...	964	47301	MY	Petaling Jaya	Selangor	Malaysia	[2 Jalan SS 3/59E, 47301 Petaling Jaya, Selang...	NaN	4db4133dfa8c350240dca7e1
15	Paramount Garden Restaurant (新的天地茶室)	Chinese Restaurant	55, Jalan 21/12	Jalan 20/7	3.109026	101.624920	[{'label': 'display', 'lat': 3.109026178422649...	1387	46300	MY	Petaling Jaya	Selangor	Malaysia	[55, Jalan 21/12 (Jalan 20/7), 46300 Petaling ...	NaN	4bfdfe128992a59351ffacb0

Figure 1: List of Restaurants within 5KM radius (1)

	name	categories	lat	lng	labeledLatLngs	distance	cc	city	state	country	formattedAddress	address	postalCode	crossStreet	neighborhood	id
0	The Dessert Workshop 甜品工房	Café	3.119985	101.621514	[{'label': 'display', 'lat': 3.119984764228635...	735	MY	Petaling Jaya	Selangor	Malaysia	[Petaling Jaya, Selangor, Malaysia]	NaN	NaN	NaN	NaN	5822d3ff4c6d6738729f51a8
1	Hong Kong Dessert 甜品蜜语	Dessert Shop	3.118812	101.621947	[{'label': 'display', 'lat': 3.118811901601927...	737	MY	Petaling Jaya	Selangor	Malaysia	[Ss2/63, Petaling Jaya, Selangor, Malaysia]	Ss2/63	NaN	NaN	NaN	4d400a091bd2a143eaa3ee7c
2	Sisters Dessert	Dessert Shop	3.114358	101.612289	[{'label': 'display', 'lat': 3.114357709884643...	478	MY	NaN	NaN	Malaysia	[Malaysia]	NaN	NaN	NaN	NaN	4f926ff0e4b0dcd91191bdce
3	Ice Palace Dessert	Dessert Shop	3.114227	101.611564	[{'label': 'display', 'lat': 3.11422694810422,...	550	MY	NaN	NaN	Malaysia	[Malaysia]	NaN	NaN	NaN	NaN	4ffd7cafe4b0cb44d977af12
4	Tim's Dessert	Food Truck	3.113464	101.611000	[{'label': 'display', 'lat': 3.113464, 'lng': ...	652	MY	Petaling Jaya	Selangor	Malaysia	[47301 Petaling Jaya, Selangor, Malaysia]	NaN	47301	NaN	NaN	5a6043fc6adbf51970020930
5	Hong Kong Dessert	Dessert Shop	3.115519	101.621298	[{'label': 'display', 'lat': 3.115518555061557...	670	MY	Petaling Jaya	Selangor	Malaysia	[SS2, Petaling Jaya, Selangor, Malaysia]	SS2	NaN	NaN	NaN	4dce89e5e4cd130e1668caab
6	D&J Dessert Stall	Coffee Shop	3.120029	101.621507	[{'label': 'display', 'lat': 3.120028779896168...	736	MY	NaN	NaN	Malaysia	[Restoran Sun Hin Loong (SS2, Petaling Jaya), ...	Restoran Sun Hin Loong	NaN	SS2, Petaling Jaya	NaN	4f6f41c7e4b0738fb3dedccf
7	One Dessert	Dessert Shop	3.117034	101.622102	[{'label': 'display', 'lat': 3.117034408831739...	733	MY	Petaling Jaya	Selangor	Malaysia	[SS2, 47300 Petaling Jaya, Selangor, Malaysia]	NaN	47300	SS2	NaN	4fe56f53e4b032d6530f4836
8	U Dessert	Dessert Shop	3.118791	101.623191	[{'label': 'display', 'lat': 3.118791068891402...	871	MY	NaN	NaN	Malaysia	[Malaysia]	NaN	NaN	NaN	NaN	544116c1498e51b65b4d3f5f
9	K.T.Z. Food (记得食)	Dessert Shop	3.118428	101.622292	[{'label': 'display', 'lat': 3.118428093072506...	766	MY	Petaling Jaya	Selangor	Malaysia	[66 & 68, Jalan SS2/67, 47300 Petaling Jaya, S...	66 & 68, Jalan SS2/67	47300	NaN	SS2	4b38d416f964a520da5025e3
10	一品糖one desserts	Dessert Shop	3.117047	101.622099	[{'label': 'display', 'lat': 3.117047076005224...	732	MY	Ss2	Ss2	Malaysia	[Ss2 (Petaling Jaya), Ss2, Ss2, Malaysia]	Ss2	NaN	Petaling Jaya	NaN	50068edae4b09db42e113b27

Figure 2: List of Restaurants within 5KM radius (2)

16	B & Best Restaurant	Chinese Restaurant	12, Jalan SS 4C/5	Taman Rasa Sayang	3.110265	101.603684	[{'label': 'display', 'lat': 3.110264512928586...	1525	47301	MY	Petaling Jaya	Selangor	Malaysia	[12, Jalan SS 4C/5 (Taman Rasa Sayang), 47301 ...	NaN	4bd0e3da77b29c74e0bf8b82
17	Daorae Korean BBQ Restaurant	Korean Restaurant	Jalan SS 2/67	NaN	3.120118	101.621373	[{'label': 'display', 'lat': 3.120117815579814...	727	NaN	MY	Petaling Jaya	Selangor	Malaysia	[Jalan SS 2/67, Petaling Jaya, Selangor, Malay...	NaN	4f0668aa6da1d1ed2c9e042e
18	Menu-Script Restaurant & Bar	Asian Restaurant	Jalan SS2/60	NaN	3.117185	101.622450	[{'label': 'display', 'lat': 3.117184819128616...	771	NaN	MY	Petaling Jaya	Selangor	Malaysia	[Jalan SS2/60, Petaling Jaya, Selangor, Malaysia]	NaN	563da961498e41debd146f39
19	LaLa Chong Seafood Restaurant	Seafood Restaurant	13556, Jalan Cempaka, Kayu Ara Damansara	NaN	3.124229	101.608002	[{'label': 'display', 'lat': 3.124228580140093...	1142	47400	MY	Petaling Jaya	Selangor	Malaysia	[13556, Jalan Cempaka, Kayu Ara Damansara, 474...	NaN	4bd7becbe914a59334fb51fa
20	Hoi Peng Seafood Restaurant 海滨海鲜楼	Seafood Restaurant	30, Jalan SS2/24	Jalan SS2/24	3.113845	101.620652	[{'label': 'display', 'lat': 3.113845245465196...	684	47300	MY	Petaling Jaya	Selangor	Malaysia	[30, Jalan SS2/24 (Jalan SS2/24), 47300 Petali...	NaN	4d0f61d55584f04d7c8f5116
21	Chef Chan Seafood Restaurant (金华海鲜饭店)	Asian Restaurant	No. 40 , SS2/10	NaN	3.116056	101.617191	[{'label': 'display', 'lat': 3.116056355238457...	227	47300	MY	Petaling Jaya	Selangor	Malaysia	[No. 40 , SS2/10, 47300 Petaling Jaya, Selango...	NaN	4c160d927f7f2d7fe649e368
22	Restaurant Lucky Home Mix Rice 家好运	Chinese Restaurant	Jalan 21/19	NaN	3.109005	101.622257	[{'label': 'display', 'lat': 3.109004872088202...	1182	NaN	MY	Petaling Jaya	Selangor	Malaysia	[Jalan 21/19, Petaling Jaya, Selangor, Malaysia]	NaN	553b716e498efecdca34d347
23	Chin Swee Vegetarian Restaurant (清水斋素餐馆)	Vegetarian / Vegan Restaurant	56 Jalan SS 2/10	NaN	3.116478	101.617555	[{'label': 'display', 'lat': 3.116478222241806...	242	47300	MY	Petaling Jaya	Selangor	Malaysia	[56 Jalan SS 2/10, 47300 Petaling Jaya, Selang...	NaN	514e7480d86c8f337106522f
24	Piccadilly Restaurant	Asian Restaurant	Millennium Square (Lot LG-006 & 007), Jalan 14/1	NaN	3.105377	101.634633	[{'label': 'display', 'lat': 3.105376565032287...	2501	46100	MY	Petaling Jaya	Selangor	Malaysia	[Millennium Square (Lot LG-006 & 007), Jalan 1...	Seksyen 14	4b28d677f964a520939524e3
25	Sanbanto Premium Pork Restaurant	Restaurant	32 Jalan SS 2/63	NaN	3.118733	101.621993	[{'label': 'display', 'lat': 3.118733158614054...	740	47300	MY	Petaling Jaya	Selangor	Malaysia	[32 Jalan SS 2/63, 47300 Petaling Jaya, Selang...	SS2	4b49c563f964a520687326e3
26	Bayu Timor Restaurant Kafe	Café	Jalan SS24/8	Jalan ss 24/8	3.113817	101.611355	[{'label': 'display', 'lat': 3.113816608439886...	596	NaN	MY	Petaling Jaya	Selangor	Malaysia	[Jalan SS24/8 (Jalan ss 24/8), Petaling Jaya, ...	NaN	4bb819fc1261d13ab25ce898
27	Tea Time Restaurant	Coffee Shop	Jalan SS26/4	Taman Mayang	3.116294	101.604377	[{'label': 'display', 'lat': 3.116294053319141...	1241	47300	MY	Petaling Jaya	Selangor	Malaysia	[Jalan SS26/4 (Taman Mayang), 47300 Petaling J...	NaN	4bb1d756f964a520d3a53ce3
28	Hai Keng Restaurant (海景茶餐室)	Chinese Restaurant	Jalan 14/20	Seksyen 14	3.110262	101.635498	[{'label': 'display', 'lat': 3.110262066518357...	2353	46100	MY	Petaling Jaya	Selangor	Malaysia	[Jalan 14/20 (Seksyen 14), 46100 Petaling Jaya...	NaN	4b91a7a4f964a5204ccd33e3
29	Soo Kee Restaurant	Chinese Restaurant	33, Jalan 21/17	NaN	3.109925	101.622056	[{'label': 'display', 'lat': 3.109925412794629...	1090	46300	MY	Petaling Jaya	Selangor	Malaysia	[33, Jalan 21/17, 46300 Petaling Jaya, Selango...	NaN	4b2306f6f964a520535224e3

Figure 3 : List of Dessert shops within 5KM radius (3)

Then, I visualised the data that I have gained into a map by using Folium module. Based on the map, there is a high concentration of competitors located around the potential start up location. Below is the results.
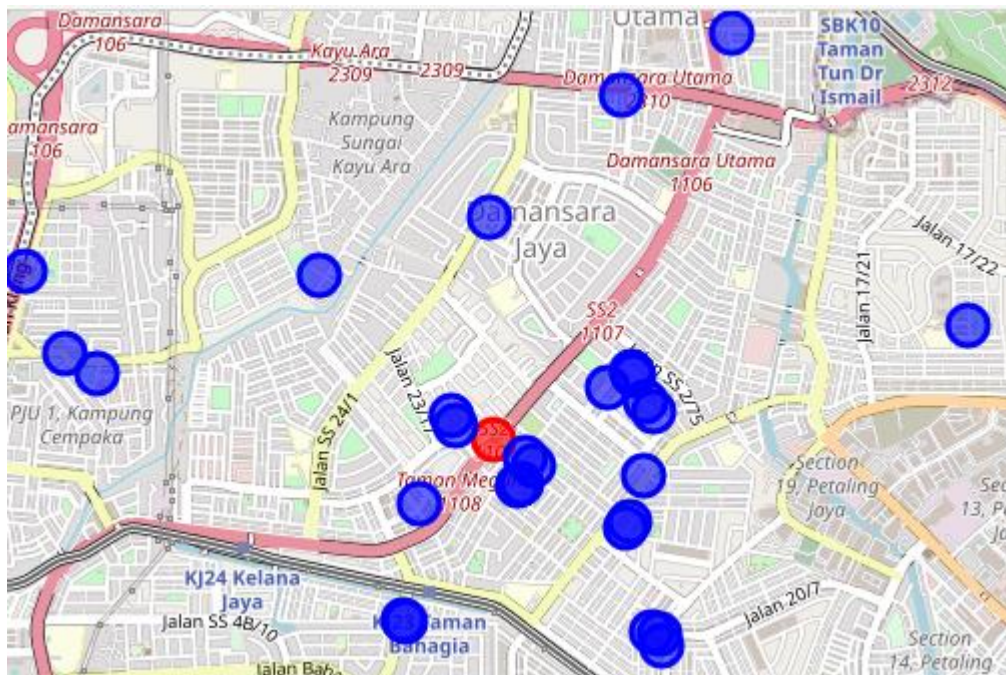
Due to the high concentration in the area, I proceed to find out what do the consumers think of the competitor around the area. I have search for the top 3 shops that are closest to the potential location which are:

1) Sister Dessert
2) Ice Palace Dessert
3) Tim's Dessert

4) Based on my findings, the top 3 nearest competitors do not have rating from consumers.
Below are the results.

1) Sister Dessert

```
venue_id = '4f926ff0e4b0dcd91191bdce'
url = 'https://api.foursquare.com/v2/venues/{}?client_id={}&client_secret={}&v={}'.format(venue_id, CLIENT_ID, CLIENT_SECRET, VERSION)
url
```

```
result = requests.get(url).json()
print(result['response']['venue'].keys())
result['response']['venue']
```

```
dict_keys(['id', 'name', 'contact', 'location', 'canonicalUrl', 'categories', 'verified', 'stats', 'price', 'likes', 'dislike', 'ok', 'allowMenuUrlEdit', 'beenHere', 'specials', 'photos', 'reasons', 'h
'tips', 'shortUrl', 'timeZone', 'listed', 'seasonalHours', 'pageUpdates', 'inbox', 'attributes'])

]: {'id': '4f926ff0e4b0dcd91191bdce',
   'name': 'Sisters Dessert',
   'contact': {},
   'location': {'lat': 3.1143577098846436,
    'lng': 101.61228942871094,
    'labeledLatLngs': [{'label': 'display',
      'lat': 3.1143577098846436,
      'lng': 101.61228942871094}],
    'cc': 'MY',
    'country': 'Malaysia',
    'formattedAddress': ['Malaysia']},
   'canonicalUrl': 'https://foursquare.com/v/sisters-dessert/4f926ff0e4b0dcd91191bdce',
   'categories': [{'id': '4bf58dd8d48988d1d0941735',
     'name': 'Dessert Shop',
     'pluralName': 'Dessert Shops',
     'shortName': 'Desserts',
     'icon': {'prefix': 'https://ss3.4sqi.net/img/categories_v2/food/dessert_',
      'suffix': '.png'},
     'primary': True}],
   'verified': False,
   'stats': {'tipCount': 0},
   'price': {'tier': 1, 'message': 'Cheap', 'currency': '$'},
   'likes': {'count': 1,
    'groups': [{'type': 'others',
      'count': 1,
      'items': [{'isSanctioned': False,
        'firstName': 'Aiman',
        'lastName': 'F',
        'countryCode': 'MY'}]}],
    'summary': '1 Like'},
   'dislike': False,
   'ok': False,
   'allowMenuUrlEdit': True,
```

```
try:
    print(result['response']['venue']['rating'])
except:
    print('This venue has not been rated yet.')
```

This venue has not been rated yet.

2) Ice Palace Dessert

```
venue_id = '4ffd7cafe4b0cb44d977af12'
url = 'https://api.foursquare.com/v2/venues/{}?client_id={}&client_secret={}&v={}'.format(venue_id, CLIENT_ID, CLIENT_SECRET, VERSION)
url
```

```
result = requests.get(url).json()
print(result['response']['venue'].keys())
result['response']['venue']
```

```
dict_keys(['id', 'name', 'contact', 'location', 'canonicalUrl', 'categories', 'verified', 'stats', 'price', 'likes', 'dislike', 'ok', 'allowMenuUrlEdit', 'beenHere',
'tips', 'shortUrl', 'timeZone', 'listed', 'seasonalHours', 'pageUpdates', 'inbox', 'attributes'])

]: {'id': '4ffd7cafe4b0cb44d977af12',
   'name': 'Ice Palace Dessert',
   'contact': {},
   'location': {'lat': 3.11422694810422,
    'lng': 101.61156397514624,
    'labeledLatLngs': [{'label': 'display',
      'lat': 3.11422694810422,
      'lng': 101.61156397514624}],
    'cc': 'MY',
    'country': 'Malaysia',
    'formattedAddress': ['Malaysia']},
   'canonicalUrl': 'https://foursquare.com/v/ice-palace-dessert/4ffd7cafe4b0cb44d977af12',
   'categories': [{'id': '4bf58dd8d48988d1d0941735',
     'name': 'Dessert Shop',
     'pluralName': 'Dessert Shops',
     'shortName': 'Desserts',
     'icon': {'prefix': 'https://ss3.4sqi.net/img/categories_v2/food/dessert_',
      'suffix': '.png'},
     'primary': True}],
   'verified': False,
   'stats': {'tipCount': 0},
   'price': {'tier': 1, 'message': 'Cheap', 'currency': '$'},
   'likes': {'count': 0, 'groups': []},
   'dislike': False,
   'ok': False,
   'allowMenuUrlEdit': True,
   'beenHere': {'count': 0,
    'unconfirmedCount': 0,
    'marked': False,
    'lastCheckinExpiredAt': 0},
   'specials': {'count': 0, 'items': []},
   'photos': {'count': 0, 'groups': []},
   'reasons': {'count': 0, 'items': []},
   'hereNow': {'count': 0, 'summary': 'Nobody here', 'groups': []},
```

```
try:
    print(result['response']['venue']['rating'])
except:
    print('This venue has not been rated yet.')
```

This venue has not been rated yet.

3) Tim's Dessert

```python
venue_id = '5a6043fc6adbf51970020930'
url = 'https://api.foursquare.com/v2/venues/{}?client_id={}&client_secret={}&v={}'.format(venue_id, CLIENT_ID, CLIENT_SECRET, VERSION
url
```

```python
result = requests.get(url).json()
print(result['response']['venue'].keys())
result['response']['venue']
```

```
dict_keys(['id', 'name', 'contact', 'location', 'canonicalUrl', 'categories', 'verified', 'stats', 'price', 'likes', 'dislike', 'ok', 'allowMenuUrlEdit', 'beenHere', 'special
'tips', 'shortUrl', 'timeZone', 'listed', 'seasonalHours', 'pageUpdates', 'inbox', 'attributes'])

]: {'id': '5a6043fc6adbf51970020930',
   'name': 'Tim's Dessert',
   'contact': {},
   'location': {'lat': 3.113464,
    'lng': 101.611,
    'labeledLatLngs': [{'label': 'display', 'lat': 3.113464, 'lng': 101.611}],
    'postalCode': '47301',
    'cc': 'MY',
    'city': 'Petaling Jaya',
    'state': 'Selangor',
    'country': 'Malaysia',
    'formattedAddress': ['47301 Petaling Jaya, Selangor', 'Malaysia']},
   'canonicalUrl': 'https://foursquare.com/v/tims-dessert/5a6043fc6adbf51970020930',
   'categories': [{'id': '4bf58dd8d48988d1cb941735',
     'name': 'Food Truck',
     'pluralName': 'Food Trucks',
     'shortName': 'Food Truck',
     'icon': {'prefix': 'https://ss3.4sqi.net/img/categories_v2/food/streetfood_',
      'suffix': '.png'},
     'primary': True}],
   'verified': False,
   'stats': {'tipCount': 0},
   'price': {'tier': 1, 'message': 'Cheap', 'currency': '$'},
   'likes': {'count': 0, 'groups': []},
   'dislike': False,
   'ok': False,
   'allowMenuUrlEdit': True,
   'beenHere': {'count': 0,
    'unconfirmedCount': 0,
    'marked': False,
    'lastCheckinExpiredAt': 0},
   'specials': {'count': 0, 'items': []},
   'photos': {'count': 0, 'groups': []},
```

```python
try:
    print(result['response']['venue']['rating'])
except:
    print('This venue has not been rated yet.')
```

```
This venue has not been rated yet.
```

After that, I further check if there are any trending shops nearby the potential location. The result shows that there are no trending shops nearby the potential location. Below is the result.

```python
if len(results['response']['venues']) == 0:
    trending_venues_df = 'No trending venues are available at the moment!'

else:
    trending_venues = results['response']['venues']
    trending_venues_df = json_normalize(trending_venues)

    # filter columns
    columns_filtered = ['name', 'categories'] + ['location.distance', 'locatio
    trending_venues_df = trending_venues_df.loc[:, columns_filtered]

    # filter the category for each row
    trending_venues_df['categories'] = trending_venues_df.apply(get_category_t
```

```python
trending_venues_df
```

```
7]: 'No trending venues are available at the moment!'
```

5.0 Discussion of results

Based on the findings, it is high in risk to start up the store in the location as there is a high competition in the potential area and there is no trending venue around it. However, there are several opportunities in the area as the traffic is high and also many restaurants surrounding the potential location and consumers will usually go for dessert after a meal. Also, it is difficult to judge the popularity of the competitors as there is no rating given by the consumers. Even though, there is no trending venue around the area, it is offset by the high traffic.

6.0 Recommendation

In order for a business to be successful, a business will need a great location with a great product. Although the location provided a several opportunities, it will be better to move near to trending venue in order to take advantage of the traffic from the trending venue. While the location is, the business needs to provide a product with unique selling point to differentiate from the other competitors as the competition is high in the area. Also, we can try to increase our web presence in location-based services such as Foursquare, Google etc. It is important to have a web presence as people will usually search online for shops with high rating and a strong web presence will drive higher traffic to the shops.

7.0 Conclusion

In short, other than the high concentration of the competitors in the area, the location is promising as it provides with several opportunities e.i. many restaurants around the area, high traffic etc. Not only that, there are some few places to improve which is to relocate to location nearby a trending venue if there is any in order to take advantage of the traffic, improve web presence which will drive traffic to the shop.