

Where to open a new Italian restaurant in Central Yokohama, Naka-ward?

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Introduction

Restaurant business is easy to start and can be profitable when it gets many customers. I have a client who spent long time in Venice, Italy, to run small Italian cafe/restaurant as a chef who is thinking to open a new Italian restaurant in Yokohama because the client thinks the city has enough customers for good Italian foods but misses good Italian restaurants.

Business Problem

I, as a business consultant, agree that Yokohama has lots of potential for Italian restaurant business, but the city is large, and the location is very important to the restaurant business. Within Yokohama, Central Yokohama, especially Naka-ward, is one of the most commercially developed wards in the city, thus it is considered attractive area to open a new Italian restaurant. Yet, Naka-ward has 21 km² (= square kilometer) with more than 150 thousand people living in the area and day time population becomes 240 thousands people with tourists and office workers visiting, a large and dense area. Within Naka-ward, there are several commercial districts, and it is important to understand their characteristics, and even which Town in district is a better location for Italian restaurant.

Data

1. Japan Postal Office Postal Code database: Postal Code is an effective way to segment District, which equates a group of Towns in this case, of the Naka-ward. There are 106 Postal codes or Towns in Naka-ward. Postal Code is provided by the Japan Postal office in CSV format.
2. Tree-maps database Tree-maps database is a web base geo-coding service used here to associate geographical coordinate with Postal code, so that each Postal Code or Town can have geographical coordinate that then work well with geographical mapping service, Folium, and area characteristic data base, Foursquare.
3. Foursquare API: Foursquare is a location-based social networking website, software for mobile devices, and game. Users "check-in" at venues using text messaging or a device specific application. We use its API to obtain Venues and their Category to characterize the area.
4. Folium: Folium builds on the data wrangling strengths of the Python ecosystem and the mapping strengths of the leaflet.js library. Manipulate the data in Python, then visualize it in on a Leaflet map via folium. This visualization data and function are used to understand density and orientation of Towns in Cluster and Venues on Naka-ward map.

Methodology

Identify best District within Naka-ward

1. Segment Naka-ward by Town: using Japan Post Office postal code to segment the ward into multiple Towns
2. Attach Coordinates to Town with Tree-maps database function for Folium map visualization and Foursquare venue data download
3. Map Towns over Naka-ward geography with Folium
4. Cluster Towns rolling up to District: Use Foursquare venue data to cluster Towns to District by k-mean method
5. Review Districts to understand their characteristics and name them for easier reference
6. Identify current Italian Restaurants in Naka-ward using Foursquare

1. Segment Naka-ward by Town: using Japan Post Office postal code

Download the Town postal code list of Naka-ward from Post Office web site to local CSV file (= Town.csv)

<https://api.nipponsoft.co.jp/zipcode/%E7%A5%9E%E5%A5%88%E5%B7%9D%E7%9C%8C%E6%A8%AA%E6%B5%9C%E5%B8%82%E4%B8%AD%E5%8C%BA>

Use Geo-coding web service by uploading the CSV file to get latitude and longitude coordinates by postal code

<https://www.tree-maps.com/zip-code-to-coordinate/>

Copy the coordinates and paste onto local CSV file (= Coordinate.csv)

Here is the first 5 rows of the table downloaded from Japan Postal Office web site

| | Postal_Code | Pref | Ward | Town | Address |
|---|-------------|------|-------|------|--------------|
| 0 | 231-0001 | 神奈川県 | 横浜市中区 | 新港 | 神奈川県横浜市中区新港 |
| 1 | 231-0002 | 神奈川県 | 横浜市中区 | 海岸通 | 神奈川県横浜市中区海岸通 |
| 2 | 231-0003 | 神奈川県 | 横浜市中区 | 北仲通 | 神奈川県横浜市中区北仲通 |
| 3 | 231-0004 | 神奈川県 | 横浜市中区 | 元浜町 | 神奈川県横浜市中区元浜町 |
| 4 | 231-0005 | 神奈川県 | 横浜市中区 | 本町 | 神奈川県横浜市中区本町 |

2. Attach Coordinates to Town with Tree-map database function for Folium map visualization and Foursquare venue data download

Go to the tree-maps site and download the coordinates data for the postal codes we have, then import local CSV file, Coordinate.csv, to pandas dataframe on the notebook.

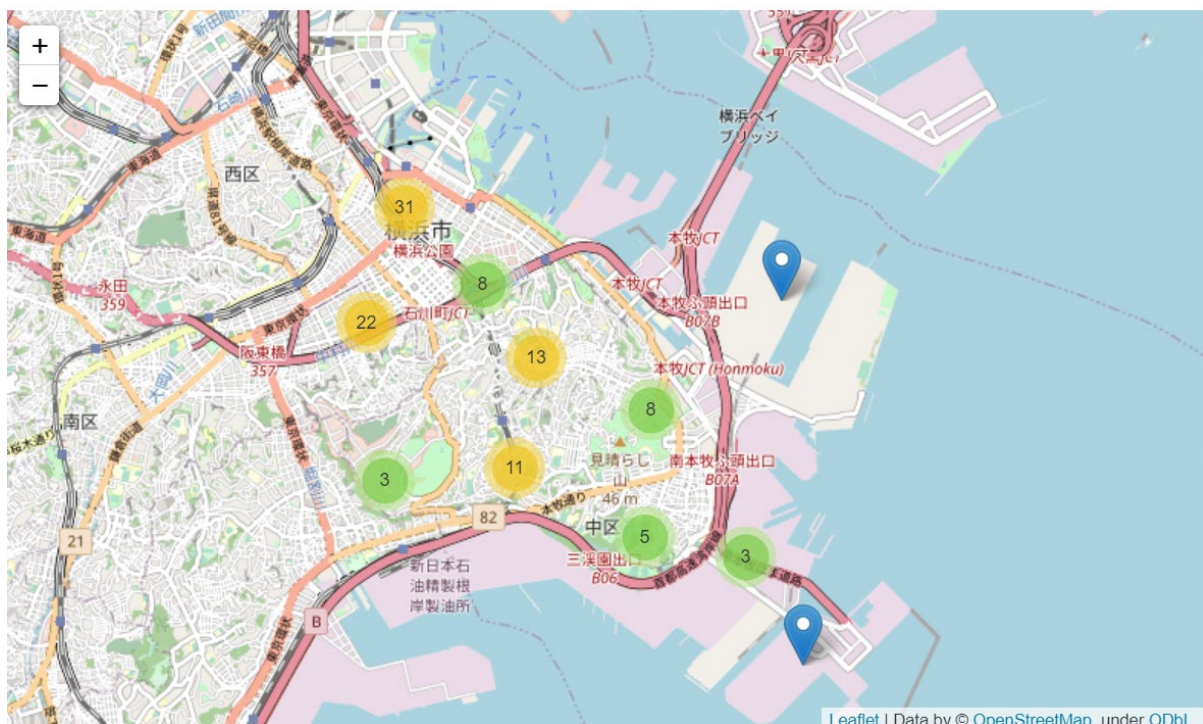
After cleansing the data and join the coordinates data to Postal Codes in Pandas data frame, the table now looks like below.

| | Postal_Code | Pref | Ward | Town | Address | Latitude | Longitude |
|-----|-------------|------|-------|------|---------------|-----------|------------|
| 0 | 231-0001 | 神奈川県 | 横浜市中区 | 新港 | 神奈川県横浜市中区新港 | 35.454370 | 139.641190 |
| 1 | 231-0002 | 神奈川県 | 横浜市中区 | 海岸通 | 神奈川県横浜市中区海岸通 | 35.450641 | 139.642730 |
| 2 | 231-0003 | 神奈川県 | 横浜市中区 | 北仲通 | 神奈川県横浜市中区北仲通 | 35.449926 | 139.637674 |
| 3 | 231-0004 | 神奈川県 | 横浜市中区 | 元浜町 | 神奈川県横浜市中区元浜町 | 35.449272 | 139.640069 |
| 4 | 231-0005 | 神奈川県 | 横浜市中区 | 本町 | 神奈川県横浜市中区本町 | 35.449386 | 139.637551 |
| ... | ... | ... | ... | ... | ... | ... | ... |
| 101 | 231-0864 | 神奈川県 | 横浜市中区 | 千代崎町 | 神奈川県横浜市中区千代崎町 | 35.434236 | 139.655064 |
| 102 | 231-0865 | 神奈川県 | 横浜市中区 | 北方町 | 神奈川県横浜市中区北方町 | 35.433637 | 139.658545 |
| 103 | 231-0866 | 神奈川県 | 横浜市中区 | 柏葉 | 神奈川県横浜市中区柏葉 | 35.432117 | 139.643034 |
| 104 | 231-0867 | 神奈川県 | 横浜市中区 | 打越 | 神奈川県横浜市中区打越 | 35.434222 | 139.637952 |
| 105 | 231-0868 | 神奈川県 | 横浜市中区 | 石川町 | 神奈川県横浜市中区石川町 | 35.436849 | 139.641109 |

106 rows × 7 columns

3. Map Towns over Naka-ward geography with Folium¶

Using Folium, we can visualize where those Towns are across Naka-ward. Total 106 towns are spread out as below on Naka-ward map. It seems more towns are concentrated on the upper left side of Naka-ward.



4. Cluster Towns rolling up to District: Use Foursquare venue data to cluster Towns to District by k-mean method

Since there are too many towns like 106 towns, it would be much easier to cluster those towns in more manageable numbers and identify which cluster or District is more suitable for Italian restaurant after understanding of those Districts.

First step is to access Foursquare API to get venue data of each Town. Using Client ID and Client Secret and assigning the latest version, we get the venue data of 500m radius from each Town center coordinate. The number of venues from a coordinate is limited to 500 each. Total 5,079 rows are retrieved from Foursquare like below.

| | Town | Town_Latitude | Town_Longitude | Venue | Venue_Lat | Venue_Long | Venue_Category |
|------|------|---------------|----------------|---|-----------|------------|--------------------|
| 0 | 新港 | 35.454370 | 139.641190 | Yokohama Hammerhead (横浜ハンマーヘッド) | 35.455791 | 139.641823 | Shopping Mall |
| 1 | 新港 | 35.454370 | 139.641190 | Port Terrace Cafe | 35.454525 | 139.640704 | Café |
| 2 | 新港 | 35.454370 | 139.641190 | Yokohama Red Brick Warehouse (横浜赤レンガ倉庫) | 35.452296 | 139.642874 | Historic Site |
| 3 | 新港 | 35.454370 | 139.641190 | Akarenga Park (赤レンガパーク) | 35.454207 | 139.643201 | Park |
| 4 | 新港 | 35.454370 | 139.641190 | Granny Smith Apple Pie & Coffee | 35.452569 | 139.642733 | Pie Shop |
| ... | ... | ... | ... | ... | ... | ... | ... |
| 5074 | 石川町 | 35.436849 | 139.641109 | プリンセスガーデン ヨコハマ | 35.440429 | 139.639518 | Bridal Shop |
| 5075 | 石川町 | 35.436849 | 139.641109 | QUO VADIS | 35.437902 | 139.645795 | Italian Restaurant |
| 5076 | 石川町 | 35.436849 | 139.641109 | 柏葉 バス停 | 35.432482 | 139.641809 | Bus Stop |
| 5077 | 石川町 | 35.436849 | 139.641109 | forgame | 35.432570 | 139.639677 | Shoe Store |
| 5078 | 石川町 | 35.436849 | 139.641109 | 山元町交差点 | 35.432632 | 139.639411 | Intersection |

5079 rows × 7 columns

This venue data is re-organized to count by Town in below table. This is to check if enough venue data was retrieved by Town. Although there are some towns with small number of venues, we found enough venues in populous towns as expected. The table shows there are 211 unique categories in Naka-ward venues.

| | Town_Latitude | Town_Longitude | Venue | Venue_Lat | Venue_Long | Venue_Category |
|------|---------------|----------------|-------|-----------|------------|----------------|
| Town | | | | | | |
| かもめ町 | 3 | 3 | 3 | 3 | 3 | 3 |
| 万代町 | 60 | 60 | 60 | 60 | 60 | 60 |
| 三吉町 | 32 | 32 | 32 | 32 | 32 | 32 |
| 上野町 | 22 | 22 | 22 | 22 | 22 | 22 |
| 不老町 | 52 | 52 | 52 | 52 | 52 | 52 |
| ... | ... | ... | ... | ... | ... | ... |
| 野毛町 | 100 | 100 | 100 | 100 | 100 | 100 |
| 長者町 | 72 | 72 | 72 | 72 | 72 | 72 |
| 鷺山 | 14 | 14 | 14 | 14 | 14 | 14 |
| 麦田町 | 14 | 14 | 14 | 14 | 14 | 14 |
| 黄金町 | 37 | 37 | 37 | 37 | 37 | 37 |

105 rows × 6 columns

4. Cluster Towns rolling up to District (continued) with k-mean method

In [22]:

Using Venue data of each Town, we will run Cluster analysis with k-mean method. First thing to do is to assess the mean of occurrence of each category by Town and sort the categories of venue by popularity (= frequency of occurrence) in each Town.

```

----本町----
      venue  freq
0      Café  0.06
1  Coffee Shop  0.05
2  Italian Restaurant  0.05
3    Soba Restaurant  0.04
4 Japanese Restaurant  0.04

----本郷町----
      venue  freq
0 Convenience Store  0.24
1      Bus Stop  0.10
2 Chinese Restaurant  0.10
3        Bakery  0.10
4   Grocery Store  0.05

----松影町----
      venue  freq
0 Convenience Store  0.18
1   Ramen Restaurant  0.08
2  Baseball Stadium  0.08
3    Soba Restaurant  0.04
4 Italian Restaurant  0.04

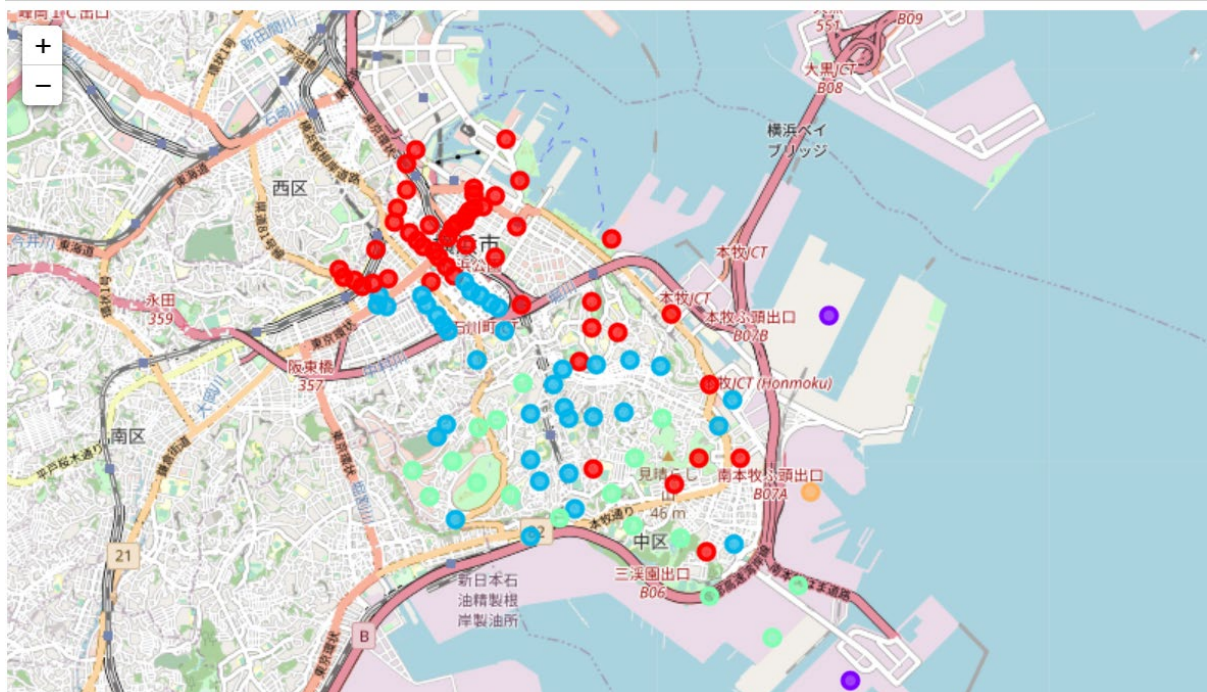
----柏葉----
      venue  freq
0      Bus Stop  0.27
1   Historic Site  0.09
2 Chinese Restaurant  0.09

```


After rearranging the data frame for k-mean method, we ran k-mean method with different number of clusters. We landed 5 is the number of clusters appropriate in this analysis, and below table is the excerpt of the result table. The column “Cluster Labels” now has values from 0.0 to 4.0 applied to each Town row.

| | Postal_Code | Town | Latitude | Longitude | Cluster Labels | 1st Most Common Venue | 2nd Most Common Venue | 3rd Most Common Venue | 4th Most Common Venue | 5th Most Common Venue |
|---|-------------|------|-----------|------------|----------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 0 | 231-0001 | 新港 | 35.454370 | 139.641190 | 0.0 | Café | Shopping Mall | Seafood Restaurant | Convenience Store | Italian Restaurant |
| 1 | 231-0002 | 海岸通 | 35.450641 | 139.642730 | 0.0 | Café | History Museum | Historic Site | Clothing Store | Convenience Store |
| 2 | 231-0003 | 北仲通 | 35.449926 | 139.637674 | 0.0 | Café | Italian Restaurant | Hotel | Bed & Breakfast | Japanese Restaurant |
| 3 | 231-0004 | 元浜町 | 35.449272 | 139.640069 | 0.0 | Café | Hotel | History Museum | Italian Restaurant | Jazz Club |
| 4 | 231-0005 | 本町 | 35.449386 | 139.637551 | 0.0 | Café | Italian Restaurant | Coffee Shop | Soba Restaurant | Hotel |
| 5 | 231-0006 | 南仲通 | 35.448198 | 139.638584 | 0.0 | Café | Coffee Shop | Bed & Breakfast | Convenience Store | Tonka Restaurant |
| 6 | 231-0007 | 弁天通 | 35.448037 | 139.637668 | 0.0 | Café | Coffee Shop | Convenience Store | Bed & Breakfast | Japanese Restaurant |

Since the number of rows is still 106 and the table does not give us a good glimpse of clustering result, we should map the towns by cluster over Naka-ward. Below is the result of Town clustering, where Red is 0, Purple is 1, Blue is 2, Light green is 3, and Orange is 4.



5. Review Districts to understand their characteristics and name them for easier reference

In order to understand the characteristics of each cluster, we need to see Most Common Venues in each cluster. Assessing through them per cluster, we named each cluster as District according to the natures of Most Common Venues.

Cluster 0: Business & Commercial District

| Town | 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 新港 | Café | Shopping Mall | Seafood Restaurant | Convenience Store | Italian Restaurant | Hotel | Coffee Shop | Park | Japanese Restaurant | Mexican Restaurant |
| 1 海岸通 | Café | History Museum | Historic Site | Clothing Store | Convenience Store | Shopping Mall | Italian Restaurant | Pie Shop | Hawaiian Restaurant | American Restaurant |
| 2 北仲通 | Café | Italian Restaurant | Hotel | Bed & Breakfast | Japanese Restaurant | Tonkatsu Restaurant | History Museum | Sake Bar | Coffee Shop | Soba Restaurant |
| 3 元浜町 | Café | Hotel | History Museum | Italian Restaurant | Jazz Club | BBQ Joint | Sake Bar | Coffee Shop | Convenience Store | Bed & Breakfast |
| 4 本町 | Café | Italian Restaurant | Coffee Shop | Soba Restaurant | Hotel | Bed & Breakfast | Japanese Restaurant | Sake Bar | History Museum | Tonkatsu Restaurant |
| 5 南仲通 | Café | Coffee Shop | Bed & Breakfast | Convenience Store | Tonkatsu Restaurant | History Museum | Japanese Restaurant | Museum | Park | Soba Restaurant |

Cluster 1: Shop & Entertainment District

| Town | 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 |
|--------|-----------------------|-----------------------|----------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|------------------------|
| 18 松影町 | Convenience Store | Ramen Restaurant | Baseball Stadium | Historic Site | Soba Restaurant | Bed & Breakfast | Intersection | Italian Restaurant | Japanese Restaurant | Beer Garden |
| 19 寿町 | Convenience Store | Ramen Restaurant | Baseball Stadium | Chinese Restaurant | Coffee Shop | Sporting Goods Shop | Café | Soba Restaurant | Bed & Breakfast | Bar |
| 20 扇町 | Convenience Store | Baseball Stadium | Ramen Restaurant | Grocery Store | Soba Restaurant | Bed & Breakfast | Intersection | Sporting Goods Shop | Donburi Restaurant | Café |
| 21 翁町 | Convenience Store | Baseball Stadium | Soba Restaurant | Ramen Restaurant | Grocery Store | Rock Club | Intersection | Japanese Restaurant | Sporting Goods Shop | Donburi Restaurant |
| 23 不老町 | Convenience Store | Ramen Restaurant | Baseball Stadium | Soba Restaurant | Café | Sake Bar | Rock Club | Drugstore | Sporting Goods Shop | Soup Place |
| 25 三吉町 | Convenience Store | Ramen Restaurant | Japanese Family Restaurant | Grocery Store | Donburi Restaurant | Bar | Park | Wine Bar | Comedy Club | Bus Station |

Cluster 2: Port District

| Town | 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 |
|----------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|------------------------|
| 72 本牧緑ヶ丘 | Sports Club | Park | Playground | Zoo Exhibit | Fried Chicken Joint | Fountain | Food Court | Food & Drink Shop | Food | Flower Shop |
| 74 池袋 | Park | Sports Club | Convenience Store | Ramen Restaurant | Electronics Store | French Restaurant | Fountain | Food Court | Food & Drink Shop | Food |
| 75 根岸加曽台 | Sports Club | Park | Bus Stop | Convenience Store | Zoo Exhibit | Event Space | French Restaurant | Fountain | Food Court | Food & Drink Shop |

Cluster 3: Park and Residential District

| | Town | 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 |
|----|-------|-----------------------|-----------------------|-----------------------|-----------------------|------------------------|-----------------------|-----------------------|------------------------|-----------------------|------------------------|
| 57 | 本牧町 | Bus Stop | Convenience Store | Park | Grocery Store | Szechuan Restaurant | Bakery | Pharmacy | Chinese Restaurant | Snack Place | Bar |
| 60 | かもめ町 | Intersection | Bus Station | Bus Stop | Food & Drink Shop | Zoo Exhibit | Fast Food Restaurant | Garden | Furniture / Home Store | Fried Chicken Joint | French Restaurant |
| 61 | 豊浦町 | Train Station | Intersection | Bus Stop | Event Space | Furniture / Home Store | Fried Chicken Joint | French Restaurant | Fountain | Food Court | Food & Drink Shop |
| 62 | 千鳥町 | Park | Tennis Court | Bus Stop | Toll Booth | Pool | Historic Site | History Museum | Baseball Field | Bus Station | Intersection |
| 67 | 本牧三之谷 | Historic Site | Park | Bus Stop | Convenience Store | Bakery | Garden | Café | Tea Room | Grocery Store | Snack Place |

Cluster 4: Industrial District

| | Town | 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 |
|----|-------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|------------------------|
| 61 | 豊浦町 | Train Station | Intersection | Bus Stop | Zoo Exhibit | French Restaurant | Fountain | Food Court | Food & Drink Shop | Food | Flower Shop |
| 62 | 千鳥町 | Park | Bus Stop | Tennis Court | Baseball Field | Historic Site | History Museum | Pool | Toll Booth | Bus Station | Intersection |
| 65 | 本牧元町 | Bus Station | Bus Stop | Convenience Store | Intersection | History Museum | Park | Event Space | French Restaurant | Fountain | Food Court |
| 66 | 本牧大里町 | Historic Site | Park | Garden | Intersection | Pool | Snack Place | Bus Stop | Bus Station | Tea Room | Tennis Court |
| 67 | 本牧三之谷 | Historic Site | Bus Stop | Park | Convenience Store | Garden | Bakery | Liquor Store | Clothing Store | Tea Room | History Museum |

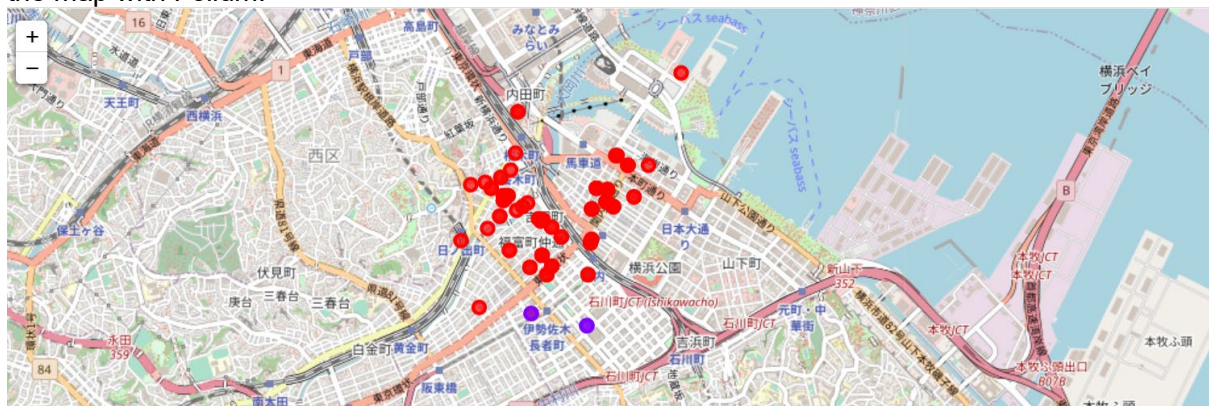
From this assessment, the first two Districts are more suited for new Italian Restaurant, as they have more restaurants in Most Common Venues.

6. Identify Italian Restaurants in Cluster Labels 0 or 1 Districts using Foursquare

Since we now know the two best Districts for new Italian restaurant, we can narrow down our analysis into those Districts. First, let's see where and how many Italian Restaurants we already have in the Districts. We can retrieve the Italian restaurant venues from Foursquare and map them by Town and District. Below table shows excerpt of the Italian Restaurant counts by Town.

| Town | Town_Latitude | Town_Longitude | Venue | Venue_Lat | Venue_Long | Venue_Category | CI |
|------|---------------|----------------|-------|-----------|------------|----------------|----|
| 万代町 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| 不老町 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| 住吉町 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 元浜町 | 2 | 2 | 2 | 2 | 2 | 2 | 2 |
| 内田町 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| 北仲通 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 南仲通 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 吉田町 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 太田町 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 宮川町 | 6 | 6 | 6 | 6 | 6 | 6 | 6 |

Also we should map those Italian Restaurants over Naka-ward to see where they are. Below is the map with Folium.



Results

There is fair concentration of restaurants in a couple of Districts rather than spreading out over entire Naka-ward. Cluster analysis identified 2 out of 5 Districts having many restaurants, but when focusing just on the category "Italian Restaurant", it is only 1 District, Business & Commercial District, where we can see many Italian restaurants exist today

| | Postal_Code | Town | Latitude | Longitude | Cluster Labels | 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 |
|---|-------------|------|-----------|------------|----------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 0 | 231-0001 | 新港 | 35.454370 | 139.641190 | 0.0 | Café | Shopping Mall | Seafood Restaurant | Convenience Store | Italian Restaurant | Hotel | Coffee Shop | Park |
| 1 | 231-0002 | 海岸通 | 35.450641 | 139.642730 | 0.0 | Café | History Museum | Historic Site | Clothing Store | Convenience Store | Shopping Mall | Italian Restaurant | Pie Shop |
| 2 | 231-0003 | 北中通 | 35.449926 | 139.637674 | 0.0 | Café | Italian Restaurant | Hotel | Bed & Breakfast | Japanese Restaurant | Tonkatsu Restaurant | History Museum | Sake Bar |
| 3 | 231-0004 | 元浜町 | 35.449272 | 139.640069 | 0.0 | Café | Hotel | History Museum | Italian Restaurant | Jazz Club | BBQ Joint | Sake Bar | Coffee Shop |
| 4 | 231-0005 | 本町 | 35.449386 | 139.637551 | 0.0 | Café | Italian Restaurant | Coffee Shop | Soba Restaurant | Hotel | Bed & Breakfast | Japanese Restaurant | Sake Bar |

Discussion

Even in Business & Commercial District, there are two Towns listing Italian Restaurant as 2nd Most Common Venue. We should first review such Towns if the area has appropriate atmosphere. Recommend either Postal Code 231-0003 or 0005 , "北中通" or "本町", to first consider the Town to open new Italian Restaurant. Those two towns appear to have many Cafe and Hotel without distractive shops which combined offer more attractive atmosphere for Italian restaurant.

Comparing the two towns with area photos, they are two very different towns. "北中通" or Kitanaka is on the left photo, and it is a modern business district with offices and shops in the buildings. New Italian restaurant will be in one of the high raised buildings and on restaurant floor. On the other hand, "本町" or Honmachi, on the right photo, has open and wide promenade with many tourists all the time. New Italian restaurant will preferably be on the street and appealing to tourist traffic.



Conclusion

This analysis identified the two most preferable towns for new Italian restaurant, but the towns have two very different environment and dynamics. Next step is to develop restaurant concept(s) which would be much dependent on which town it opens in, as they target two different customers and will be surrounded by two different atmospheres. Lots of details have to be considered for concept development, but at least we have now two very best towns in Central Yokohama, Naka-ward, as recommendation..!

[end of memo]