



Where to Open Italian Restaurant in Central Yokohama?

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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





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 daytime population becomes 240 thousand 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

- Japan Postal Office Postal Code database
- Tree-maps
- Foursquare API
- Folium:



Methodology

Step for Recommendation



**Segment Naka-ward
& Attach Coordinates**



**Map Towns on Folium
& Cluster them to
District**



**Review Districts
& Identify current
Italian Restaurants**



**Result, Discussion,
& Conclusion**



Segment Naka-ward & Attach Coordinates

Need to prepare geographical data of Naka-ward

Naka-ward by Postal Code

	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



Town with Coordinate

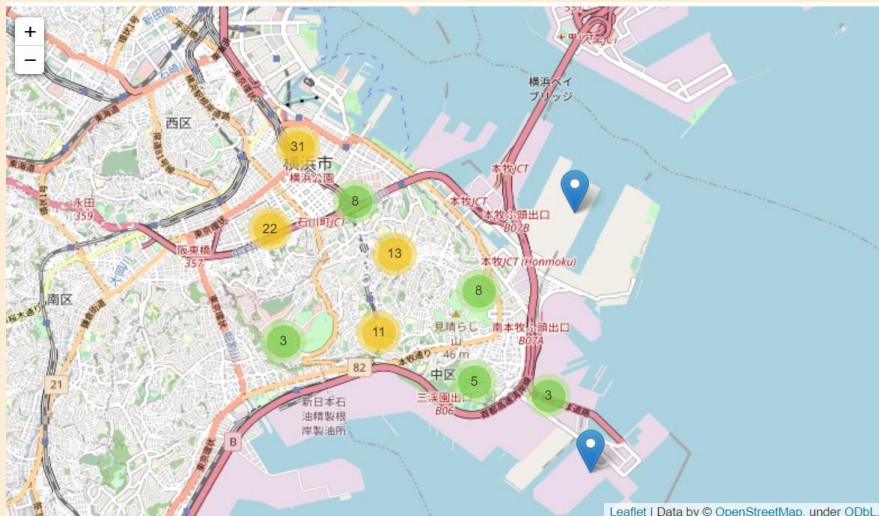
	Postal_Code	Pref	Ward	Town	Address	Latitude	Longitude
0	231-0001	神奈川県	横浜市中区	新港	神奈川県横浜市中区新港	35.454370	139.641190
1	231-0002	神奈川県	横浜市中区	海岸通	神奈川県横浜市中区海岸通	35.450641	139.642730
2	231-0003	神奈川県	横浜市中区	北仲通	神奈川県横浜市中区北仲通	35.449926	139.637674
3	231-0004	神奈川県	横浜市中区	元浜町	神奈川県横浜市中区元浜町	35.449272	139.640069
4	231-0005	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

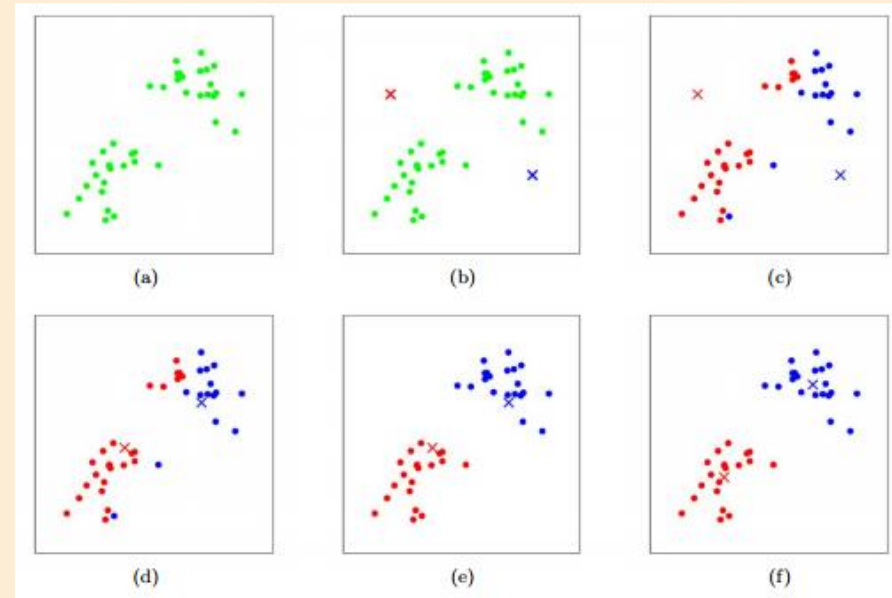
Map Towns & Cluster Towns to District

Visualize on mapping and Cluster with k-mean method

Map Towns with Folium



Cluster Towns to District

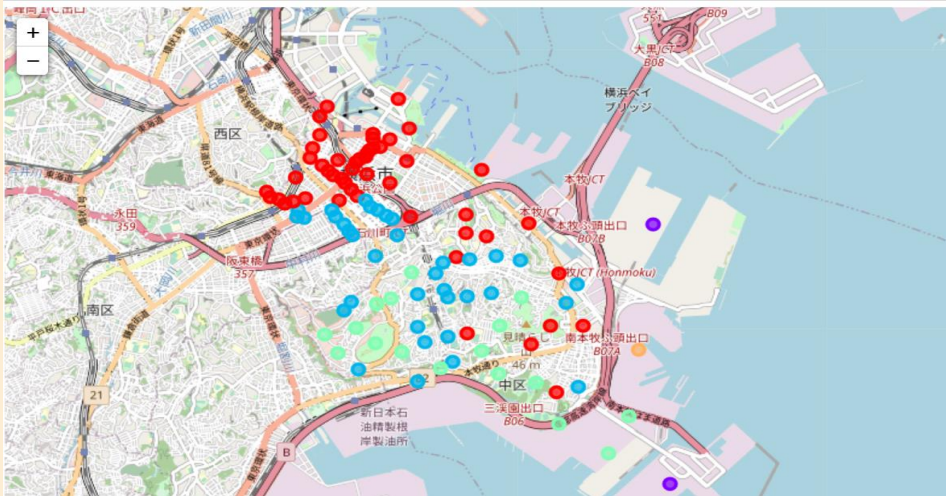


With K-mean method...

Review Districts

Understand Characteristics of each District

5 Districts of Naka-ward



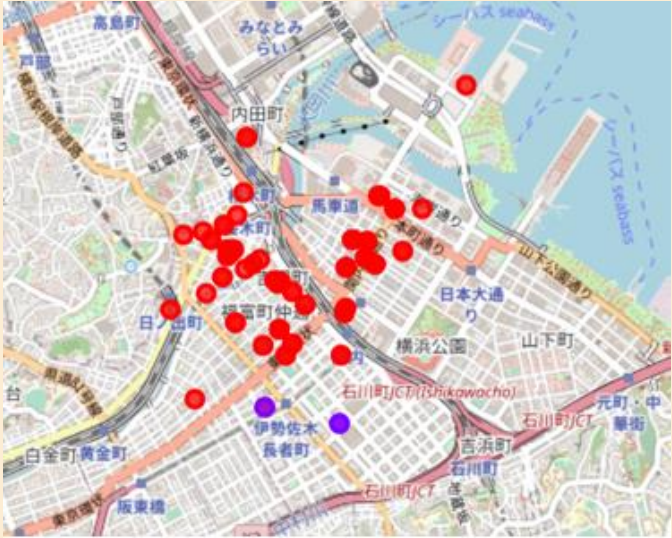
Name District:

1. Business & Commercial District
2. Shop & Entertainment District
3. Port District
4. Park & Residential District
5. Industrial District

Identify Italian Restaurants & Result

Where are other Italian Restaurants?

Concentration in District #1



Two Towns: 北中通 & 本町

Postal_Code	Town	Latitude	Longitude	Cluster Labels	1st Most Common Venue	2nd Most Common Venue
231-0001	新港	35.454370	139.641190	0.0	Café	Shopping Mall
231-0002	海岸通	35.450641	139.642730	0.0	Café	History Museum
231-0003	北中通	35.449926	139.637674	0.0	Café	Italian Restaurant
231-0004	元浜町	35.449272	139.640069	0.0	Café	Hotel
231-0005	本町	35.449386	139.637551	0.0	Café	Italian Restaurant

Discussion

Business town or Tourist town?



Conclusion & Next step

- Restaurant Concept development
- Target Customer
- Drink & menu
- Pricing
- Days and hours





Thank you



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