Capstone Project - The Battle of Neighborhoods (Week 2)

Korean BBQ Restaurant in Clementi, Singapore

Introduction

As popularity of Korean BBQ have grown, My company is looking to open a Korean bbq restaurant in Clementi area in Singapore. My Manager have assigned me to research on the feasibility of opening the restaurant. The Top management want to target young adult studying In Singapore University of Social Sciences, Ngee Ann Polytechnic, Singapore Institute of Management.

As a data scientist my approach will be first to find out all the nearby Korean store near the schools. After getting the required data, I will then find out the popularity of the stores around the schools (within 2km radius)

Data Required:

- Nearby Korean Store Details:

- Distance away from school

- Name of the store

- Google Rating

- School Address

Methodology

Using FourSquare api to get all the nearby Korean restaurants from Singapore University of Social Sciences.

After getting all nearby Korean restaurants, I will use beautiful soup to extract the google rating.

Using pandas to plot meaningful graph.

Results

There are 28 Korean Cuisine restaurant within 2km radius of the school

Makan Place is the nearest place to have Korean cuisine

Highest rating is 5 which is a school, after we filtered it out, Highest rating is 4.5 Korean Rice Cake

Popular choices are 1km and above from the school

Conclusion

Not very feasible to open a Korean bbq restaurant near school

If really want to open Korean bbq restaurant near school, best is to be within 1km radius to allow student to have better access to the restaurant .

Pricing wise need to be affordable and services must be better than Korean rice cake store to attract the students to come to enjoy the meal