Asian Restaurants in Rome, Italy

CASE STUDIES:

- A Luxury Japanese
- An economic Chinese

Business Problem

Luxury Japanese Restaurant

The suitable area should be:

- Highly and Densely populated

- Wealthy

- With Night life and Cultural spots

- Small number of pre-existing Japanese Restaurants

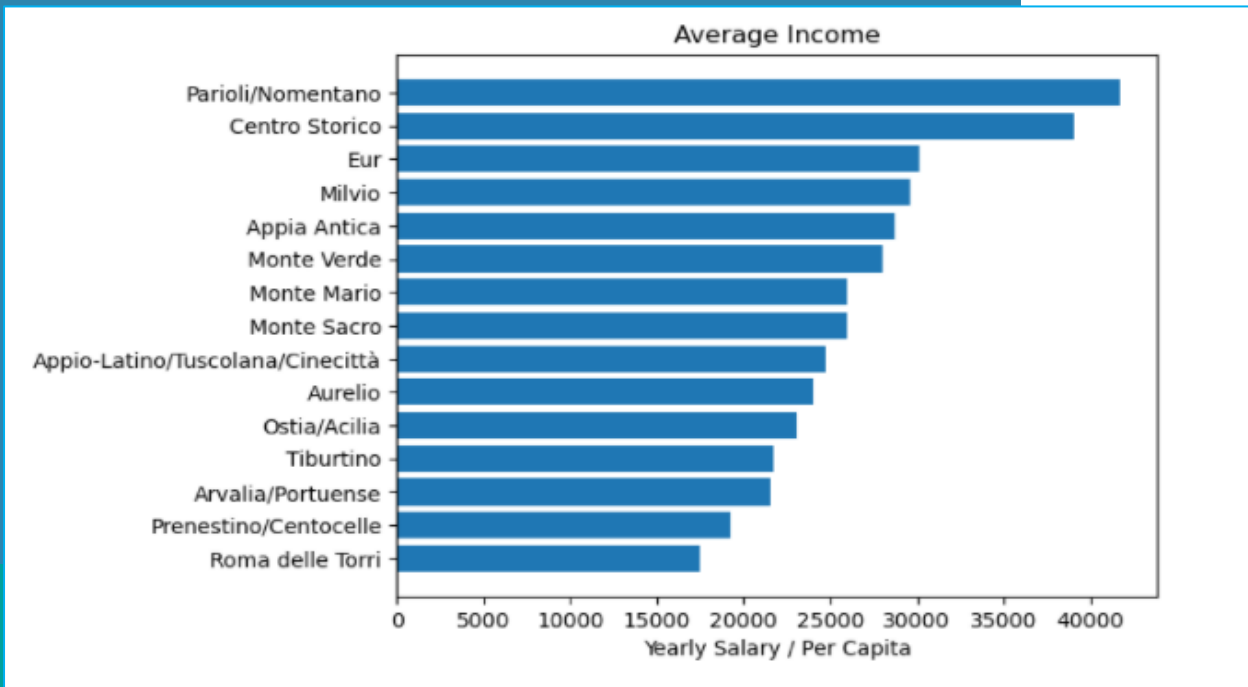**Economic «All you can eat» Chinese Restaurant**

The suitable area should be:

- Highly and Densely populated

- Low to Medium PCI

- With Night life spots

- Small number of pre-existing Chinese Restaurants

Demographic Analysis

Average Income
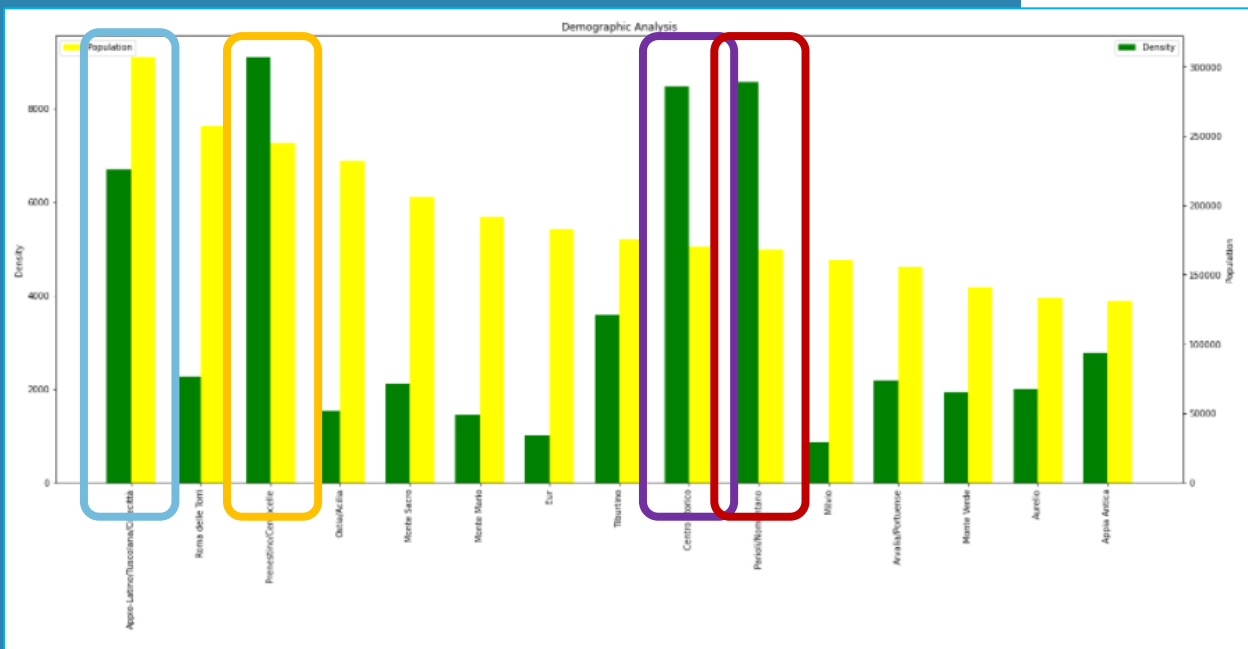
Main Drive Factors:

- Population density
- Wealthiness of the area

Areas with high Density / Population ratio:

Wealthy are for the luxury Japanese
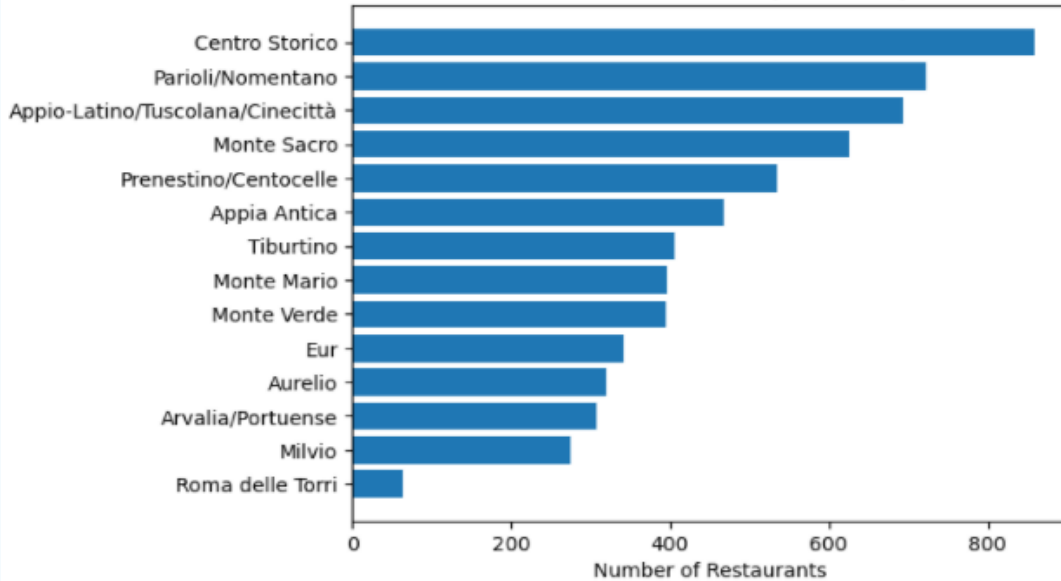
- Parioli / Nomentano   (PCI: 41744 €)
- Centro Storico   (PCI: 39011 €)
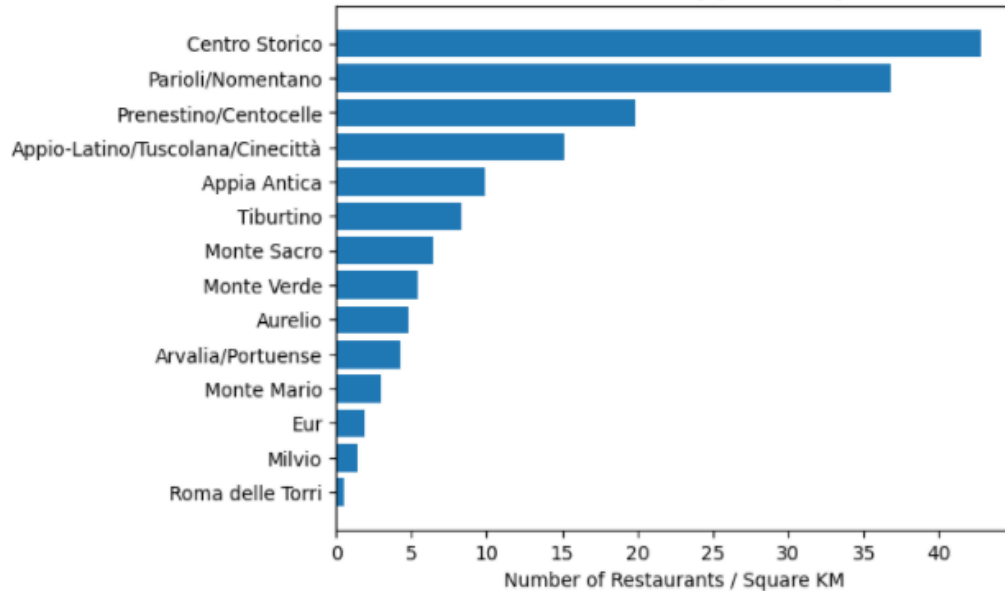
Popular areas for the economic Chinese:

- Prenestino Centocelle   (PCI: 19281 €)
- Appio-Latino / Tuscolana /Cinecittà
        (PCI: 24718 €)

# Total Number of Restaurants in Rome

- Centro Storico: 860 (42.8 restaurants/km^2)

- Parioli / Nomentano: 723 (36.8 restaurants/km^2)

- Appio-Latino / Tuscolana / Cinecittà: 694 (15.1 restaurants/km^2)

- Prenestino / Centocelle: 535 (19.9 restaurants/km^2)

Number of Japanese Restaurants per Municipio

Number of Chinese Restaurants per Municipio

Total Number of Japanese and Chinese Restaurants in Rome
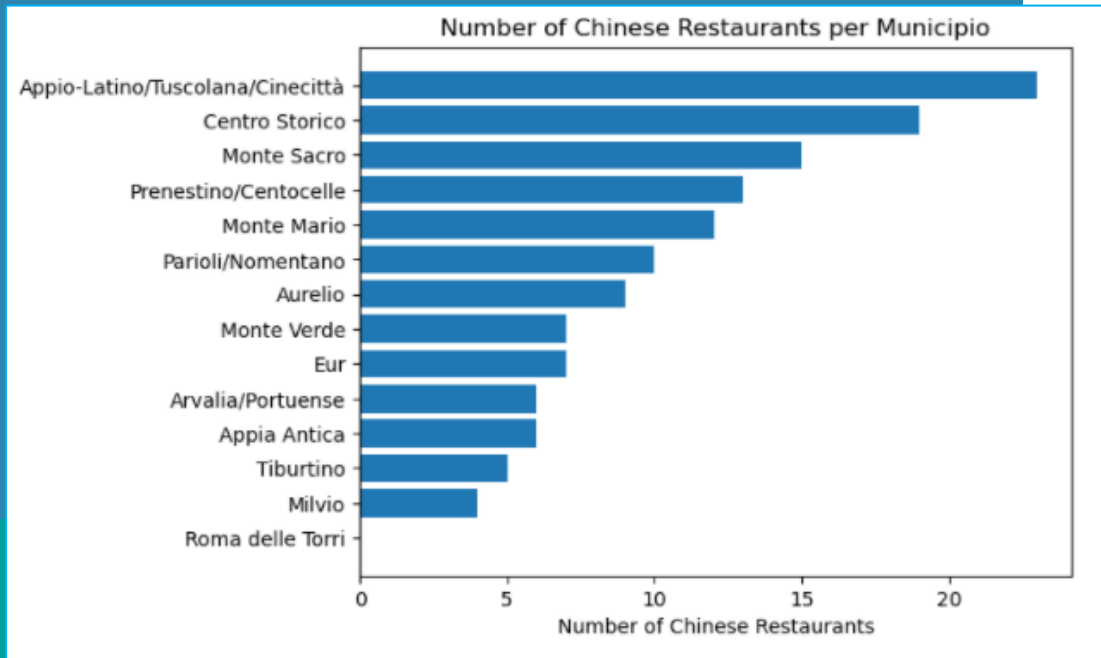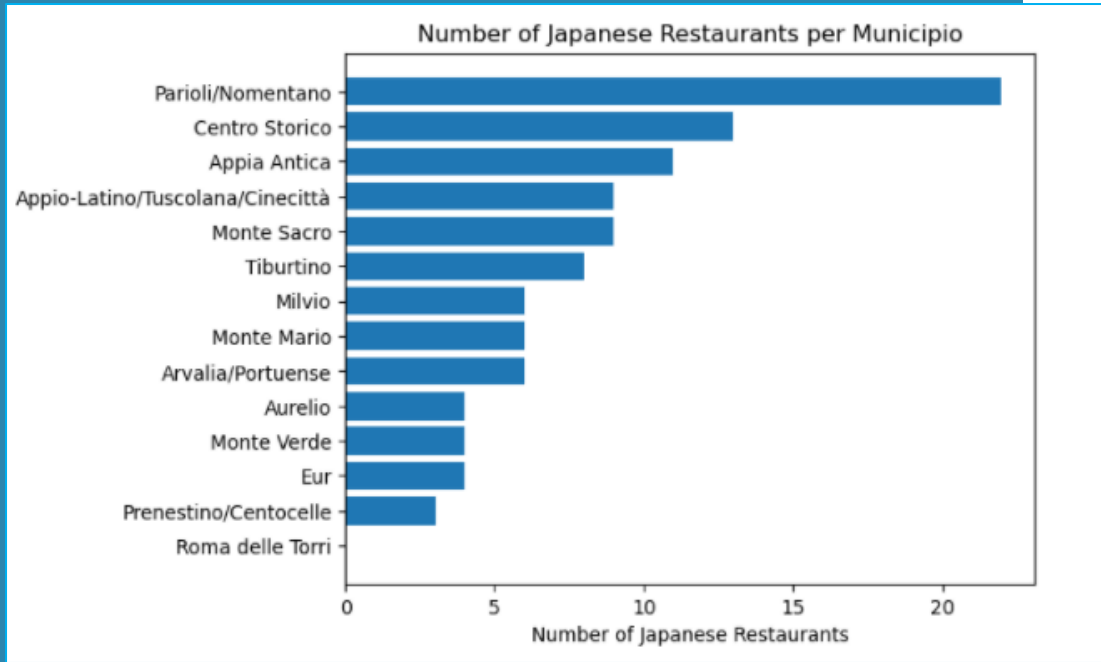
- **Centro Storico:** 13 Japanese Restaurants
- **Parioli / Nomentano:** 22 Japanese Restaurants
- **Appio-Latino / Tuscolana / Cinecittà:** 23 Chinese Restaurants
- **Prenestino / Centocelle:** 13 Chinese Restaurants

Number of Japanese Restaurant vs Population Density

zone urbane in Parioli/Nomentano
zone urbane in Centro Storico

Areas with High Population Density

- **Eroi:** 1 Japanese Restaurant
- **Testaccio:** 0 Japanese Restaurants
- **Flaminio:** 1 Japanese Restaurant
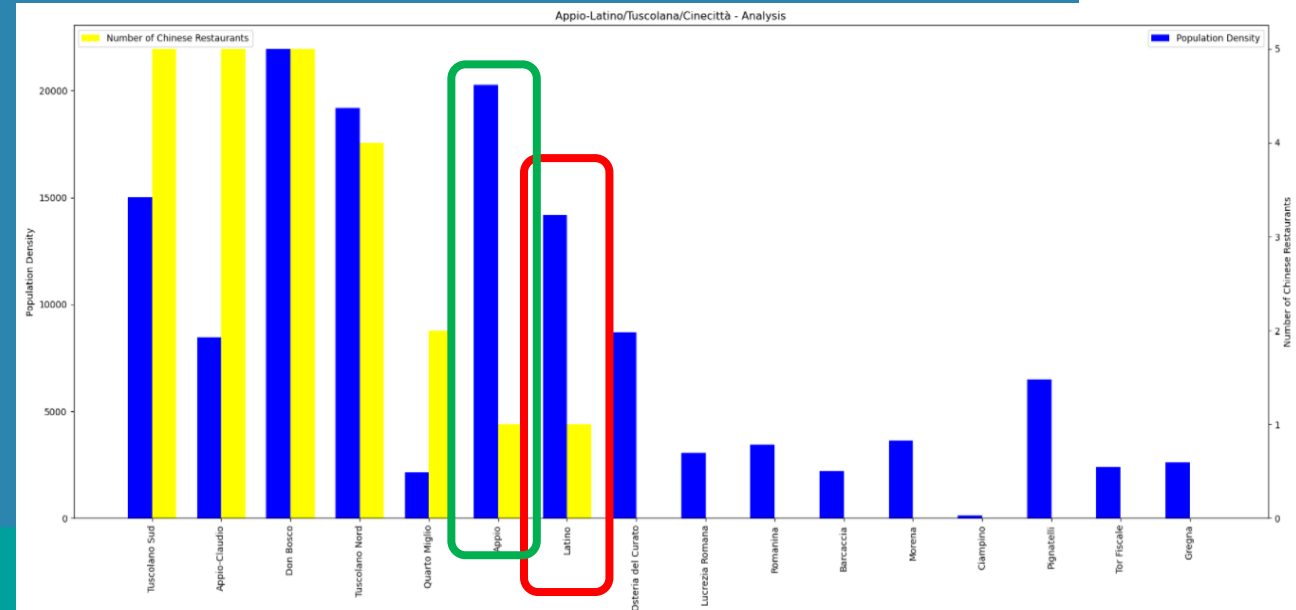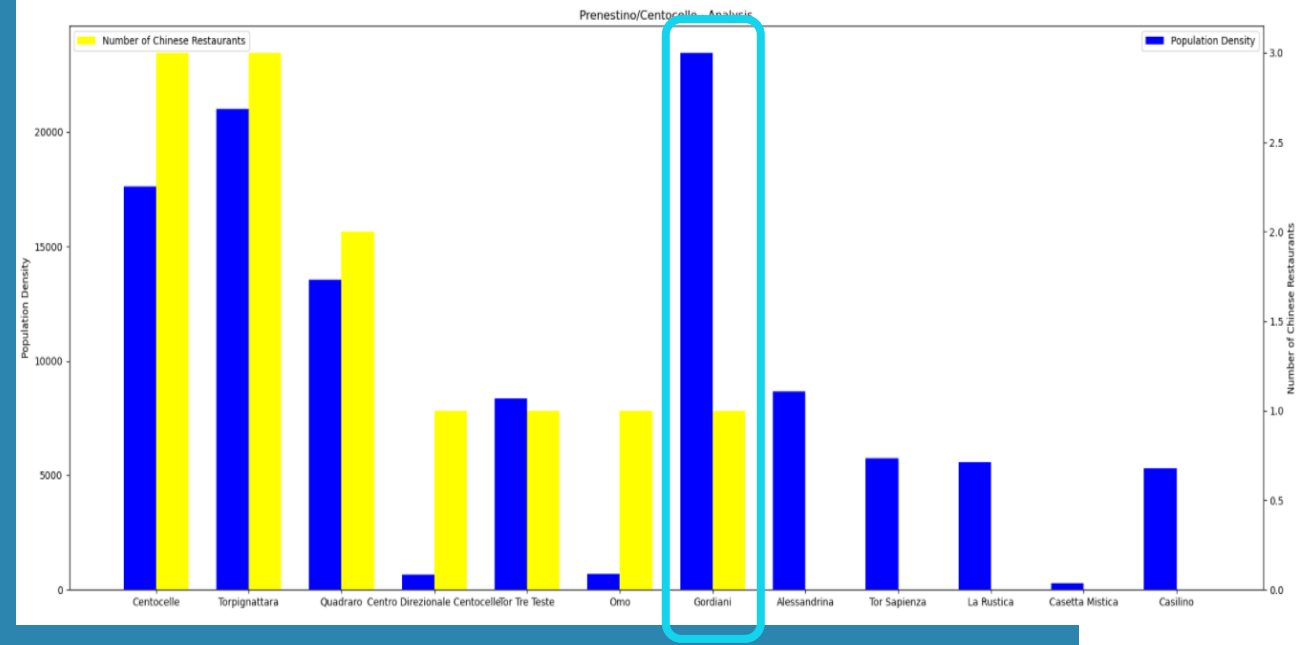- **San Lorenzo:** 0 Japanese Restaurants
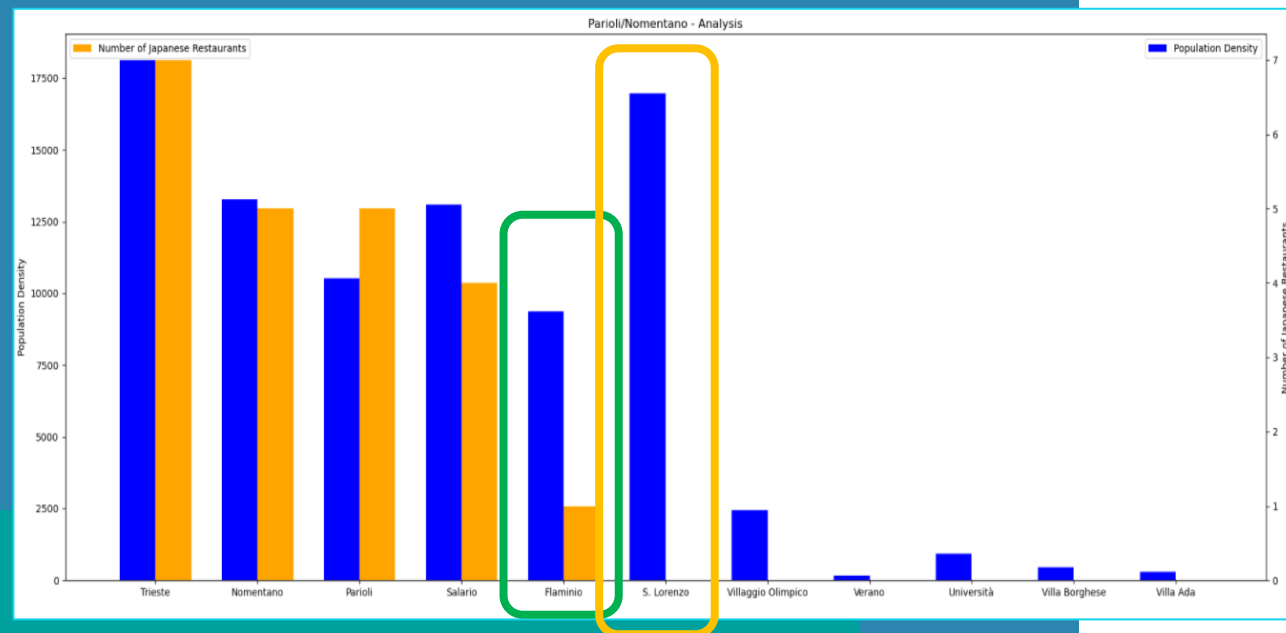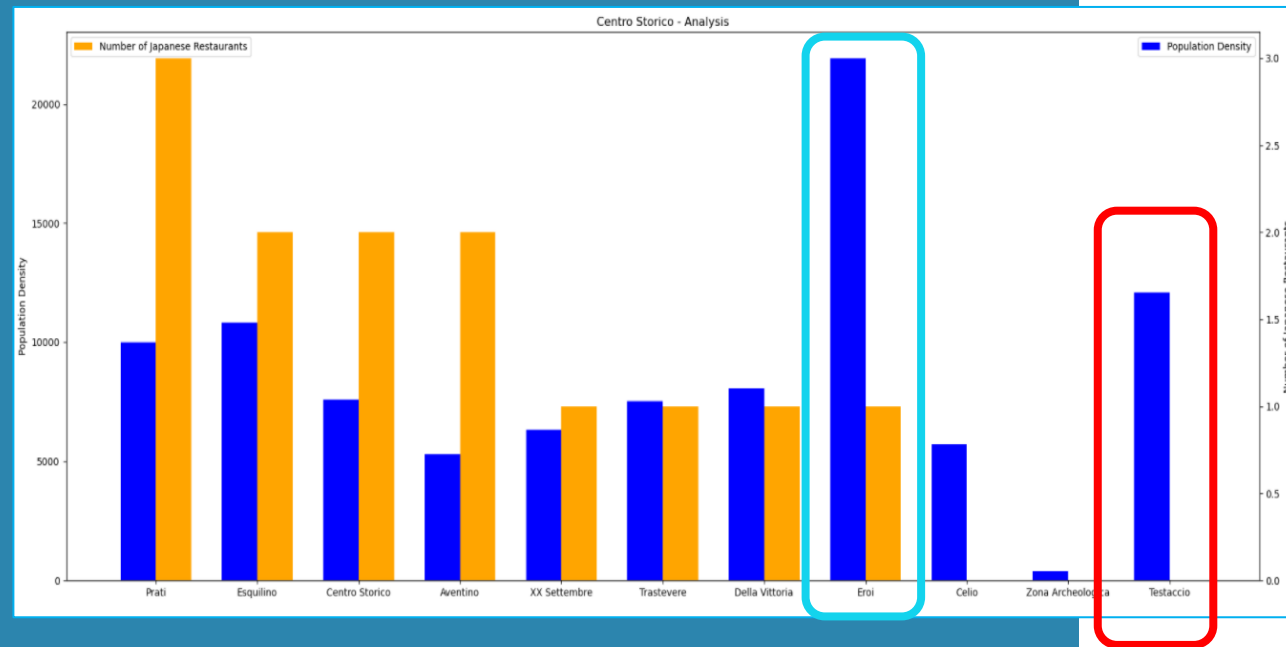
Number of Chinese Restaurant vs Population Density

zone urbane in Prenestino/Centocelle
zone urbane in Appio-Latino/Tuscolana

Areas with High Population Density

- Gordiani: 1 Chinese Restaurant
- Latino: 1 Chinese Restaurant
- Appio: 1 Chinese Restaurant

Characterization of the areas in Rome through the analysis of general venues – K Neighbour Algorithm

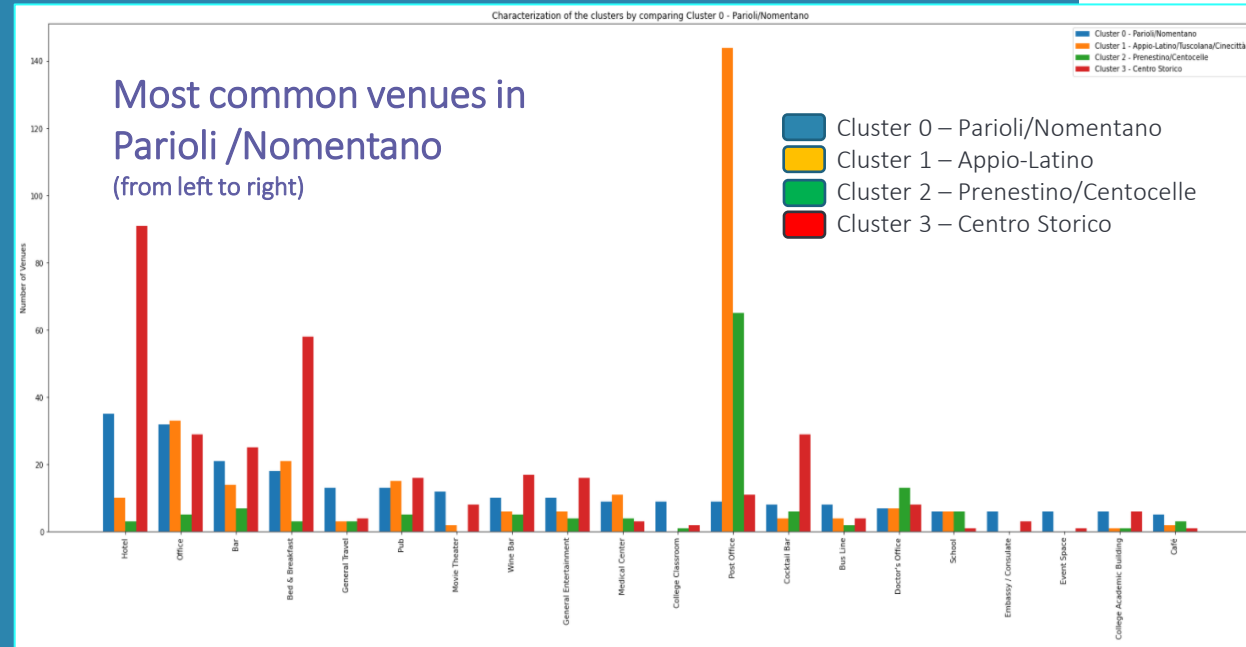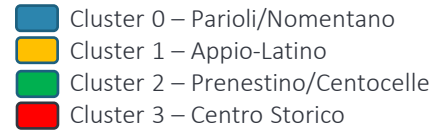**Categories Retrieved from Foursquare API:**

- Art & Entertainment

- College&University

- Night life Spot

- Professional & other Places

- Travel and Transport

	Denominazione	Municipio	Advertising Agency	Airport	American Restaurant	Animal Shelter	Arcade	Art Gallery	Art Museum	Art Studio	...	University	Vacation Rental	Veterinarian	Voting Booth	Warehouse	Wine Bar	Wine Shop	Winery	Women's Store
0	Alessandrina	5.000000	0.000000	0.000000	0.000000	0.000000	0.000000	0.000000	0.000000	0.000000		0.000000	0.000000	0.000000	0.000000	0.000000	0.000000	0.000000	0.000000	0.0
1	Appia Antica Nord	7.000000	0.000000	0.000000	0.000000	0.000000	0.000000	0.000000	0.000000	0.000000		0.000000	0.000000	0.000000	0.000000	0.000000	0.000000	0.000000	0.000000	0.0
2	Appio	6.812500	0.000000	0.000000	0.000000	0.000000	0.000000	0.015625	0.000000	0.000000		0.000000	0.015625	0.000000	0.015625	0.000000	0.015625	0.000000	0.015625	0.0
3	Appio-Claudio	7.000000	0.000000	0.000000	0.000000	0.000000	0.000000	0.000000	0.000000	0.000000		0.000000	0.000000	0.000000	0.000000	0.000000	0.025000	0.000000	0.000000	0.0
4	Aventino	1.000000	0.000000	0.000000	0.000000	0.000000	0.000000	0.000000	0.000000	0.000000		0.000000	0.000000	0.000000	0.000000	0.000000	0.019608	0.000000	0.000000	0.0
5	Barcaccia	7.000000	0.000000	0.000000	0.000000	0.000000	0.000000	0.000000	0.000000	0.000000		0.000000	0.000000	0.000000	0.000000	0.000000	0.000000	0.000000	0.000000	0.0
6	Casal Bertone	2.000000	0.000000	0.000000	0.000000	0.000000	0.000000	0.000000	0.000000	0.000000		0.000000	0.000000	0.000000	0.000000	0.000000	0.000000	0.000000	0.000000	0.0
7	Casilino	5.000000	0.000000	0.000000	0.000000	0.000000	0.000000	0.000000	0.000000	0.000000		0.000000	0.000000	0.000000	0.000000	0.000000	0.000000	0.000000	0.000000	0.0
8	Celio	1.162162	0.000000	0.000000	0.000000	0.000000	0.000000	0.000000	0.000000	0.000000		0.054054	0.000000	0.000000	0.000000	0.000000	0.054054	0.000000	0.027027	0.0
9	Centocelle	5.000000	0.000000	0.000000	0.000000	0.000000	0.000000	0.000000	0.000000	0.000000		0.000000	0.000000	0.000000	0.000000	0.000000	0.063830	0.000000	0.000000	0.0
10	Centro Direzionale Centocelle	6.6																.000	0.000000	0.000000	
11	Centro Storico	1.0																127	0.000000	0.000000	
12	Ciampino	7.0																.000	0.000000	0.000000	0.0
13	Della Vittoria	1.1																.000	0.000000	0.000000	
14	Don Bosco	7.0																.000	0.000000	0.000000	0.0
15	Eroi	1.0																.000	0.000000	0.000000	
16	Esquilino	1.1																.075	0.000000	0.007519	
17	Flaminio	2.0																.000	0.000000	0.027778	
18	Gianicolense	1.0																.000	0.000000	0.000000	0.0
19	Gordiani	5.0																.000	0.000000	0.000000	
20	Gregna	7.0																.000	0.000000	0.000000	

The result mirrors almost completely the existing administrative subdivision:

- Cluster 0 is Parioli/Nomentano,
- Cluster 1 is Appio-Latino/Tuscolana/Cinecittà
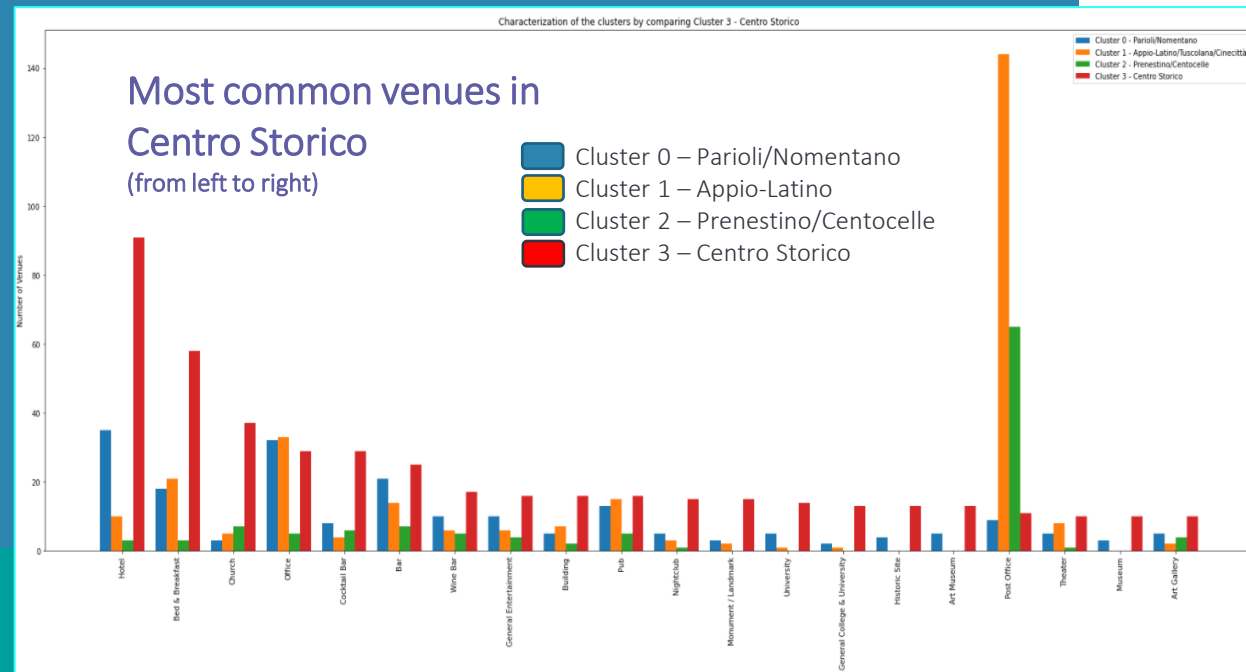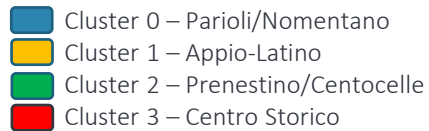- Cluster 2 is Prenestino/Centocelle
- Cluster 3 is Centro Storico

Most common venues in Parioli /Nomentano (from left to right)

Cluster 0 – Parioli/Nomentano
Cluster 1 – Appio-Latino
Cluster 2 – Prenestino/Centocelle
Cluster 3 – Centro Storico

Most common venues in Centro Storico (from left to right)

Cluster 0 – Parioli/Nomentano
Cluster 1 – Appio-Latino
Cluster 2 – Prenestino/Centocelle
Cluster 3 – Centro Storico

Most common venues comparison

- Cluster 0 - Parioli/Nomentano is a very wealthy area with the presence of Movie Theatre, Colleges, Embassies, as well as Wine bars, offices and hotels. It is also a well-served area by bus lines since it has double the amount of the other clusters.

- Cluster 3 - Centro Storico is definitely the most touristic area having the vast majority of hotels, Monuments, landmarks and Historic sites. It is also quite wealthy with the presence of Art Galleries and Museums, Colleges and Universities. It offers a great social life with cocktail bars, bars, pubs and wine bars.

Most common venues in Prenestino/Centocelle (from left to right)

Most common venues in Appio-Latino (from left to right)
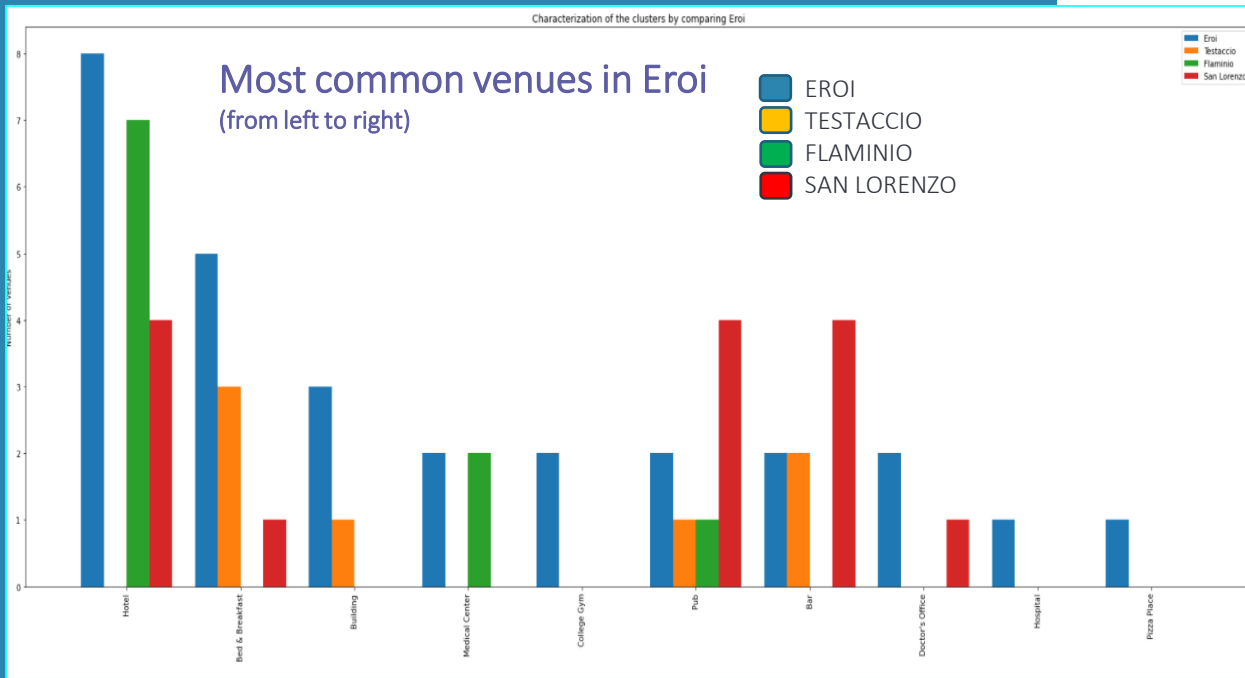
Most common venues comparison

- Cluster 2 – Prenestino/Centocelle has generally less venues than the other Clusters. It has the characteristics of a dense populated area that doesn't offer very much to the inhabitants.

- Cluster 1 – Appio-Latino/Tuscolana/Cinecittà seems to be a popular area with a good night life, given the good number of Pubs, Bars, Theatres and Wine Bars. The number of post offices is incredibly high! But this is not of our interest.
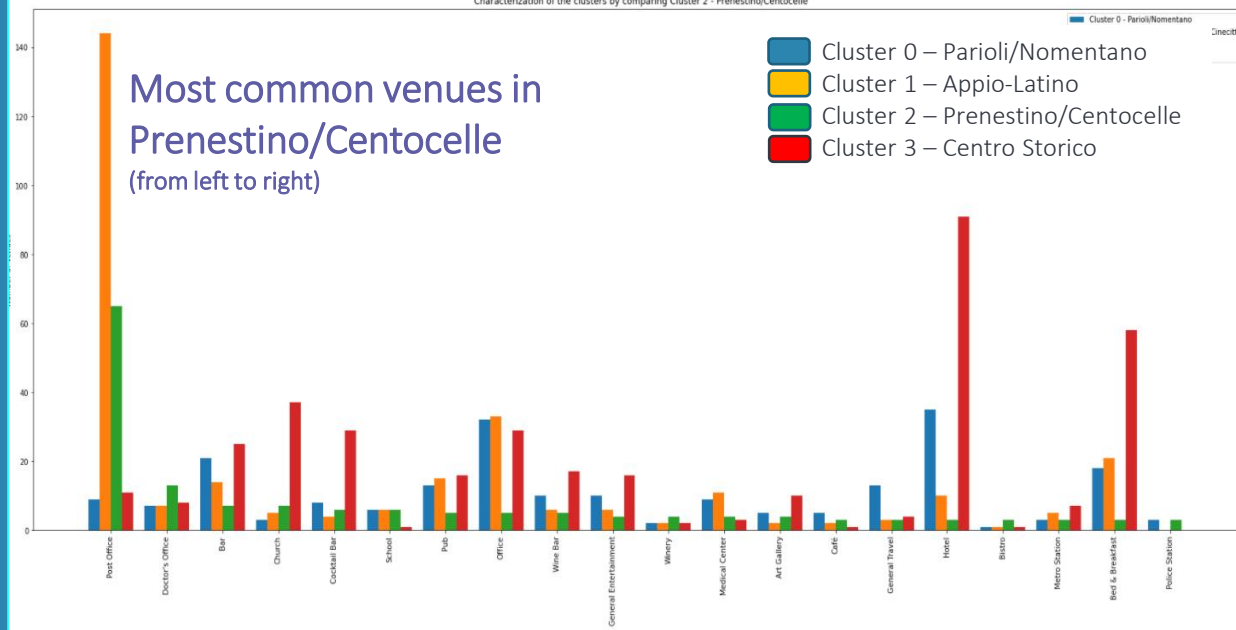
Most common venues in Eroi
(from left to right)

Most common venues in Testaccio
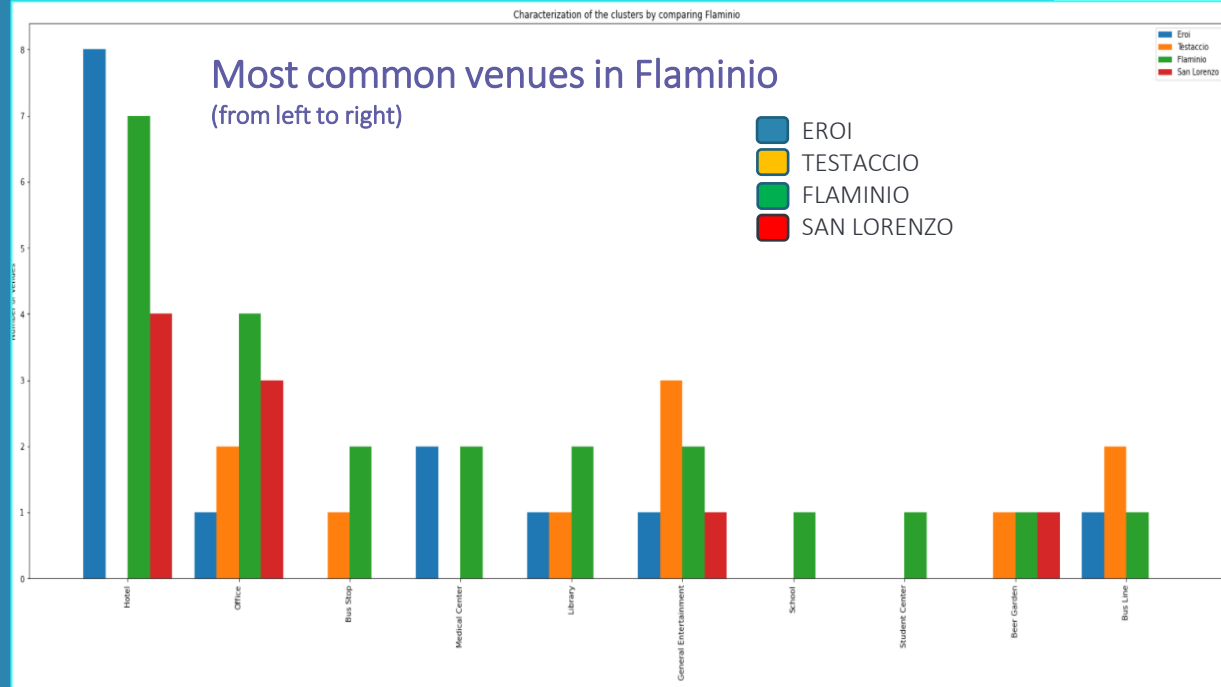(from left to right)
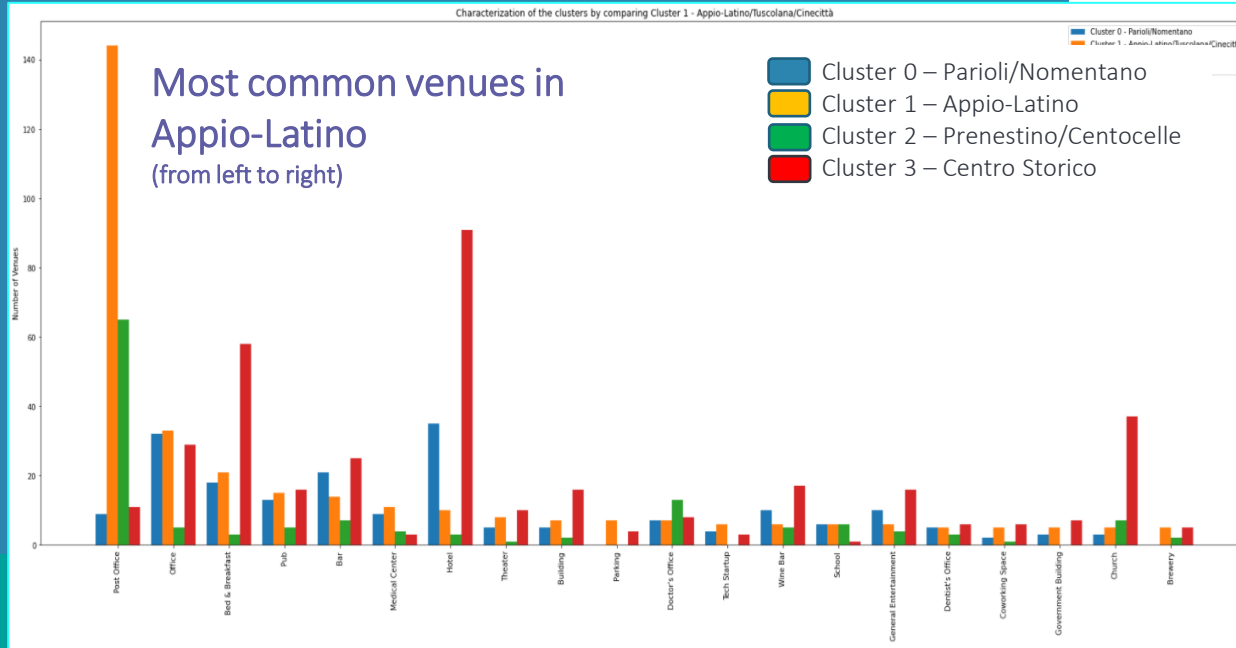
Most common venues comparison:

- Eroi:
  - 8 hotels
  - 5 Bed&Breakfast
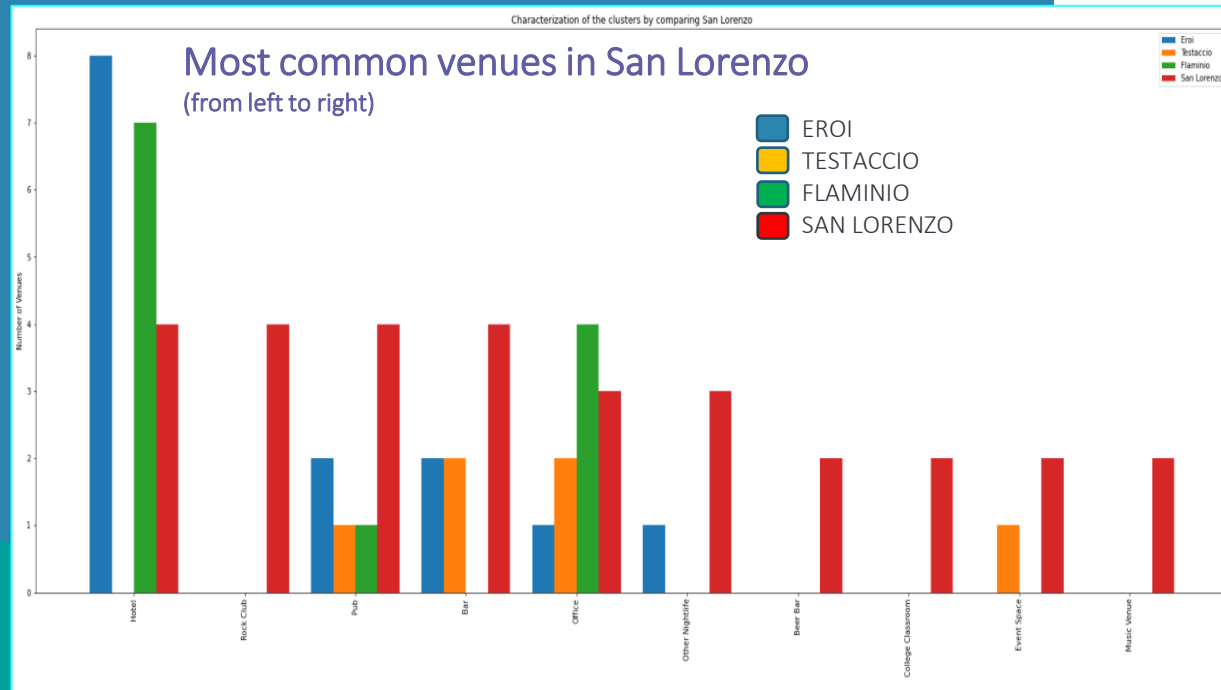 - 3 Buildings
  - 2 Medical Centers
  - 2 College Gym
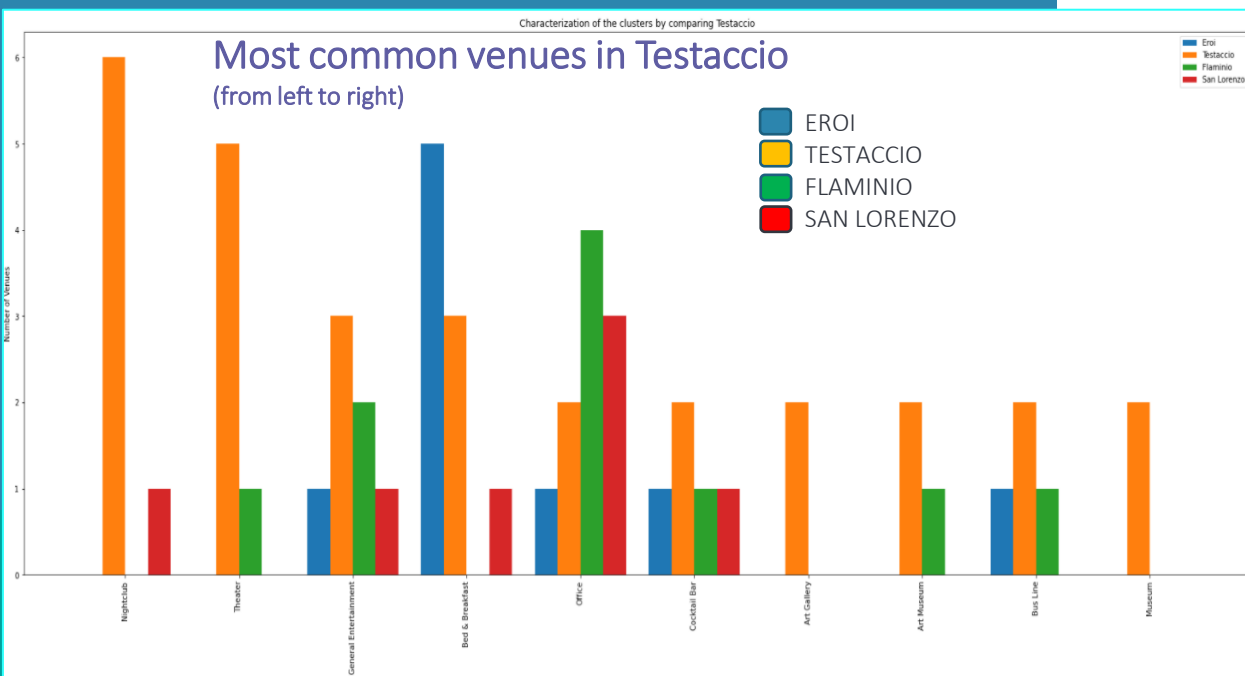
- Testaccio:
  - 6 Night Clubs
  - 5 Theaters
  - 3 Cocktail Bars
  - 3 Art Museum
  - 3 Art Galleries

Most common venues in Flaminio
(from left to right)

Most common venues in San Lorenzo
(from left to right)
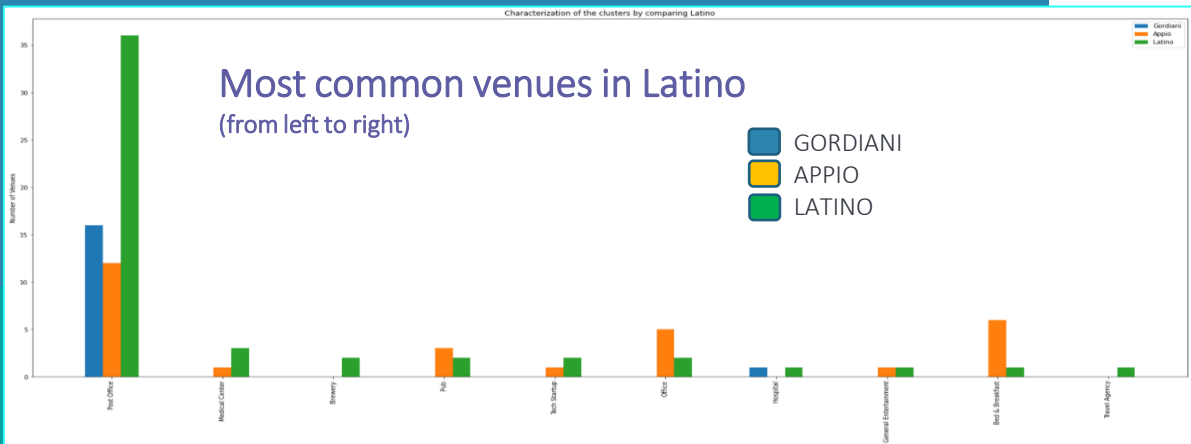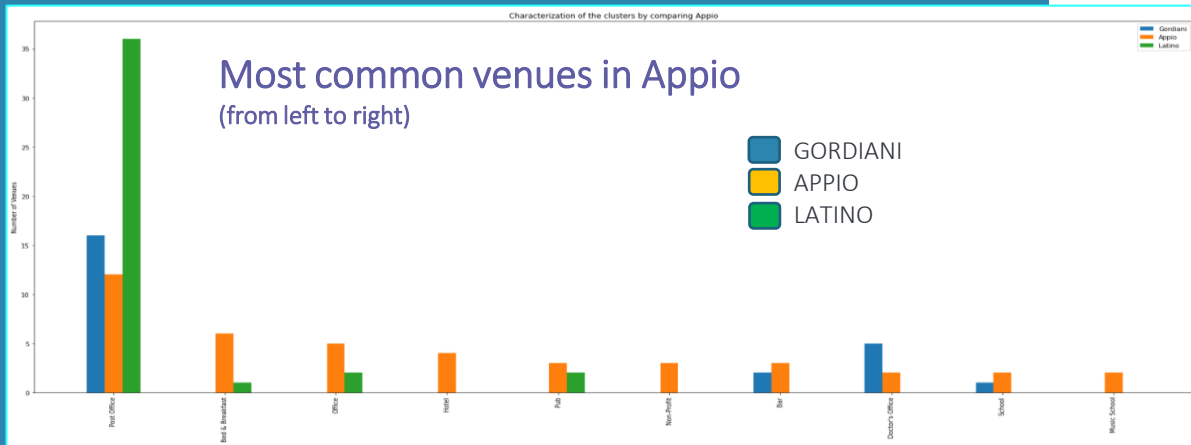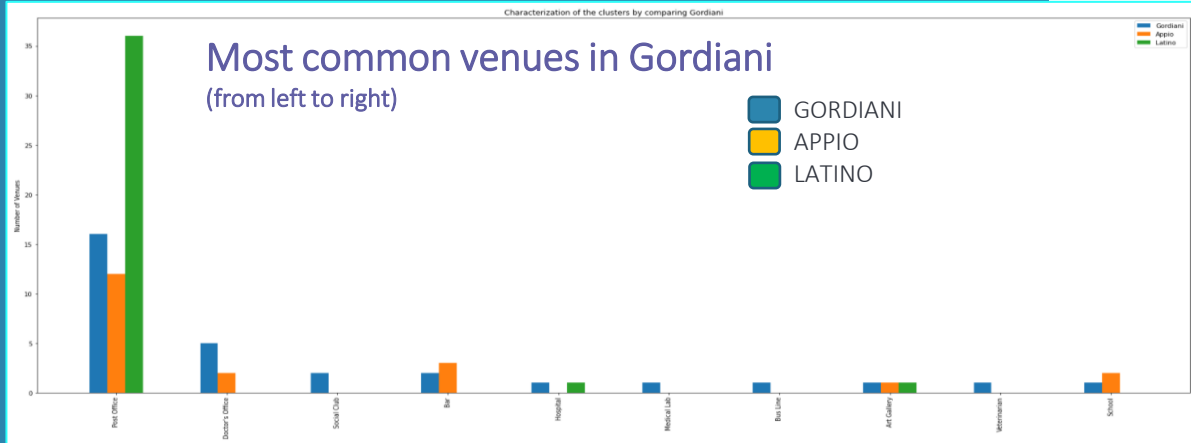
Most common venues comparison:

- Flaminio:
  - 7 hotels
  - 4 Office
  - 2 Medical Centres
  - 2 Libraries
  - 2 Bus Stops

- San Lorenzo:
  - 4 Hotel
  - 4 Rock Club
  - 4 Pubs
  - 4 Bars
  - 3 Other Nightlife

Discussion for the luxury Japanese Restaurant:

- From the previous graphs we have seen that Eroi, Testaccio, Flaminio and San Lorenzo have a high population density and only two Japanese Restaurants which are in Eroi and in Flaminio.

- Testaccio is the only one that has a substantial number of Theatres, Art galleries and Museum along with a good social life with the presence of nightclubs and cocktail bars. Probably there is a good balance of young and older people.

- San Lorenzo has a great number of Rock Club, Bars, Beer Bars, Pubs but it lacks Museums, Theatres and Art galleries. Thus, people in San Lorenzo might be too young to be a good target for a Luxury Japanese Restaurant.

Most common venues in Gordiani
(from left to right)

GORDIANI
APPIO
LATINO

Most common venues in Appio
(from left to right)

GORDIANI
APPIO
LATINO

Most common venues in Latino
(from left to right)

GORDIANI
APPIO
LATINO

Most common venues comparison:

- Gordiani:
  - 16 Post Office
  - 5 Doctor's Office
  - 2 Social Club
  - 2 Bars
  - 1 Art Gallery

- Appio:
  - 12 Post Office
  - 6 Bed & Breakfast
  - 5 Office
  - 4 Hotels
  - 3 Pub + 3 Bar

- Latino:
  - 36 Post Office
  - 3 Medical Centers
  - 2 Brewery
  - 2 Pub
  - 2 Tech Startup + 2 Office

Discussion for the economic Chinese Restaurant:

- From the previous graphs we have seen that Gordiani, Appio and Latino have a high population density and one Chinese Restaurant each.

- Among the three of them Appio seems to have more social life by the presence of more Pubs, Bars, Hotels and Schools compared to Gordiani and Latino. It is also more densely populated. This makes it a good choice for the Chinese Restaurant.

CONCLUSION

Luxury Japanese Restaurant

- According to the data analysis and the characterisation of the areas in the city of Rome, I conclude that the most suitable area for a luxury Japanese Restaurant would be in the wealthy area of **TESTACCIO**, due to the vast presence of social venues and the absence of a Japanese Restaurant.

Economic «All you can eat» Chinese Restaurant

- Whereas, a really good choice for an economic Chinese Restaurant would be in the **APPIO** area. It is one of the highest densely populated zones. Furthermore, it is less wealthy than Testaccio but still has a medium average income.