
Where to open a new Japanese restaurant in Vancouver?

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Business Problem

A restaurant owner wants to open a second location for his Japanese restaurant, but he noticed that there are a lot of them around the city, so he would like to know in which neighborhood it would be ideal to open.

Data

1) *Vancouver Local Areas (Neighborhoods)*

2) Census Local Area profiles 2016

3) Foursquare API venues

	index	MAPID	Name	Lat	Long	Area	income
15	19	SHAU	Shaughnessy	49.245681	-123.139760	Shaughnessy	118668
21	11	WPG	West Point Grey	49.268401	-123.203467	West Point Grey	82042
2	0	DS	Dunbar-Southlands	49.237962	-123.189547	Dunbar-Southlands	78117
7	1	KERR	Kerrisdale	49.223655	-123.159576	Kerrisdale	77248
16	4	SC	South Cambie	49.245556	-123.121801	South Cambie	65459

Data Processing

Methodology

	Neighborhood	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	Dunbar-Southlands	Grocery Store	Coffee Shop	Gym	Liquor Store	Café	Baseball Field	Sandwich Place	Restaurant	Pub	Gym / Fitness Center
1	Kerrisdale	Bus Stop	Café	Golf Course	Chinese Restaurant	Grocery Store	Bubble Tea Shop	Supermarket	Pool	Bakery	Pizza Place
2	Shaughnessy	Garden	Park	Coffee Shop	Bubble Tea Shop	Burger Joint	Event Space	Dessert Shop	Gym	Grocery Store	Greek Restaurant
3	South Cambie	Coffee Shop	Garden	Park	Sushi Restaurant	Bank	Chinese Restaurant	Sandwich Place	Outdoor Sculpture	Bubble Tea Shop	Café
4	West Point Grey	Sushi Restaurant	Park	Bank	Beach	Harbor / Marina	Department Store	Irish Pub	Hostel	Gym	Garden

Results

After processing our data, we have found that only 3 of our 5 highest income neighborhoods in Vancouver have Japanese or Sushi Restaurants. On the other hand Sushi Restaurants are the most popular type of venue in West Point Grey and the 4th most common venue in South Cambie.

Conclusion

Our recommendation is to open a Japanese Restaurant in either Shaughnessy or in Kerrisdale neighborhoods.

Shaughnessy neighborhood is the highest income neighborhood and has no sushi or japanese restaurants.

Kerrisdale is the 4th highest income neighborhood in Vancouver and it also doesn't have any Japanese or sushi restaurants, but it has more restaurants than Shaughnessy.
