

IBM

Applied Data Science Capstone – Week 4

Part 1

The Battle of Neighborhoods

Introduction:

The city of Bangkok, a capital of Thailand is the most populous city of the country which occupies 1,568.7 square kilometers (605.7 sq. mi) has a population of over eight million. This city also presents diversities in both culture and food choices.

Bangkok is one of the best places for people to eat tasty and authentic Thai food. So many restaurants and street vendors selling Thai food are welcoming locals and foreigners every single day.

I have been in Bangkok for years and have tried a lot of Thai restaurants ranging from fancy restaurants to food streets. Individual area has its own unique style and taste. Famous areas such as Ekkamai and Khaosan Road attract foreigners and even locals with tasty Thai food.

While that is an impossible question to answer, here we will give you our favorite places to eat authentic Thai food. These are places that not many tourists visit, mostly Thais and expats living in Bangkok.

For this capstone project, we will look into the restaurant categories with various food menus and classify into 3 clusters. Then we will make a recommendation on what types of restaurant are popular for clusters, where we recommend that entrepreneur open. if a and where contractors would setup their office.

Business Problem

When people decide where to live or work, the very first reason they can think of is choices of food and restaurants. Of course, we can't deny that food is a key factor for us to decide where to stay or even travel. Places with best food items will attract more business units, offices, workers or even a lot of jobs to the area.

Thus, we need to search for the perfect and right place to solve our business problems as the following:

- To search for the best locations with popular Thai restaurants
- To list the locations of all areas and streets in Bangkok which have great Thai restaurants.
- To find the best place to live close to fancy food choice
- To recommend entrepreneurs or vendors about locations with potential food business and companies that want to find new location based on choice of foods

Target audience

Target for this project can range from vendors or entrepreneurs who want to open new food business or restaurants. This also includes business units that decide to open a new branch in Bangkok as well as people who make decision where to live based on food choices.