

THE BATTLE OF NEIGHBORHOODS IN HONG-KONG – Week 1

Where to open a French pastry shop in Hong-Kong?



1. Introduction/Business Problem

A. Background

Hong Kong is one of the most cosmopolitan cities in Asia and also one of the most densely populated territories in the world.

But beneath the canopy of this concrete jungle lies some of the city's most exciting bars, restaurants and modern-art galleries.

Offering every kind of culinary from around the world, from cheap eats and street food to Michelin-starred restaurants, Hong Kong has a well-deserved reputation as a culinary paradise.

B. Business Problem

As a French expat living in this urban jungle, I love being able to treat myself to a nice little sweet treat at every corner, but I realize how much I was missing it in Hong Kong.

Even locals are quite keen on buying cakes. You even find cake shops in the MTR stations. The thing is, the sweet offer in Hong Kong isn't really exciting. Most of the cakes are just basic sponge cakes, very often industrially baked.

As for French pastries, it seems you can only find them in luxury hotels whereas in France, yummy pastries are to be found at every street corner.

I saw it as a potential opportunity for me to launch my own company to bring something new and fresh to the French pastry scene in Hong Kong.

Now, the big question is where to set up this new French pastry shop?



C. Target audience

- Entrepreneurs or pastry chefs considering opening a French pastry, bakery or dessert shops in HK
- Expats looking for a career transition and to seize food-related business opportunities in the city
- Tourists interested in knowing where are located the different types of desserts shops in HK, as well as the most popular ones.

2. Data

We will use location data to explore a geographical location, and use Data Science techniques like Clustering (K-Mean algorithm to cluster the neighborhoods) and Visualization (Folium) to solve the problem I defined above.

- ***The neighborhood's data of Hong-Kong containing the latitude and longitude of the neighborhoods*** (data downloaded, scraped and cleaned from sources below were combined and stored into a csv file).

The csv file has been created from the “List of districts and neighborhoods in Hong Kong” from Wikipedia (https://en.wikipedia.org/wiki/List_of_places_in_Hong_Kong) and the coordinate's data are from <https://www.maps.ie/coordinates.html>.

Note: Hong Kong consists of Hong Kong Island, the Kowloon Peninsula, the New Territories, the Outlying Islands (Lantau Island, and over 200 other islands). ***This project will focus only on Hong Kong Island and Kowloon data.*** In fact, the inhabited part of Hong Kong is mainly: Kowloon, which is more traditional, and Hong Kong Island, which is the glitzier side of town.

- ***Foursquare location data*** to explore and compare neighborhoods in HK, get the most popular venues by neighborhoods, and understand the pastry scene in HK (what are the different types of dessert shops in HK shops and where are they located? / what are the existing French pastry shops and where are they located?)

	District	Neighborhood	Latitude	Longitude
0	Central & Western	Central District	22.281322	114.160258
1	Central & Western	Mid-Levels	22.282405	114.145809
2	Central & Western	The Peak	22.272003	114.152417
3	Central & Western	Sai Wan	22.285838	114.134023
4	Central & Western	Sheung Wan	22.286870	114.150267



Note: for a more comprehensive study, we would have needed data on the rental price of commercial and retail spaces in HK by neighborhoods. Unfortunately, those data are not easily found online or are not available in English.