

## Opening up a Japanese Restaurant in the City of Central Los Angeles

### Introduction

Shinobi Holdings is Planning to open their newest branch of Japanese restaurant Called Toshi Delights. This will be their 10<sup>th</sup> restaurant and they have decided to setup the restaurant in the Central Los Angeles City. They have been in the business for more than 20 years and has focused solely on contemporary Japanese cuisine. All of the restaurants they have setup up to now was in the east coast and they were highly successful with the business there. Since this is their first time setting up a restaurant in west coast, there are quite skeptic of the growth of business and wanted to do a feasibility study on how easy it is to do business in LA.

#### 1.1 Business Problem

In order to find out the best place or the neighborhood to setup their restaurant, the director of the company Mr. Tatsumi has entrusted me in finding the most suitable location. Further delving into the history of the restaurant Toshi Delights, I have uncovered the following.

- The restaurant is more popular with the younger crowd, mostly university and high school students.
- Mr. Tatsumi is not in favor with setting up close to their competitors. He is of the view that it would be detrimental to the growth of his business.
- Mr. Tatsumi is of the view that they need to give more attention to/target office crowd.
- Since the Central Los Angeles is one the expensive places to rent out, Mr. Tatsumi is not willing spend more money on rents unless it's absolutely necessary.

Based on the description provided by Mr. Tatsumi the most ideal place they search for will need to be easily accessible by both younger crowd and office professionals. Also, they are quite worried about the already saturated market for Asian restaurants and want to avoid setting up near such similar restaurants especially other Japanese restaurants.

#### 1.2 Target Audience

I believe the report can be used by any person who is venturing into setting up a restaurant business more specifically Asian restaurant in the city of Los Angeles. Also, anyone wants to overcome the saturated restaurant business in LA by locating in the neighborhoods with most prospective clients. This is also beneficial to people who wants to enhance their data science skills.

### Data

#### 2.1 Data Required to Resolve the Problem.

There are approximately 17 neighborhoods in central los angels. To find a solution for the problem, we require data sets of the following nature.

1. Data of Distribution of Schools and Universities to locate the Younger Crowds.
2. Data of distribution of Japanese Restaurants in Central LA to locate competitors.
3. Data of Most Popular Places People Visit by Neighborhood to get an idea of the nature of the neighborhood.

#### 4. The Renting Cost for Business based on Neighborhoods in central LA.

All the above data gathered from several sources. The list of neighborhoods in LA is retrieved from Wikipedia Page using BeautifulSoup to extract it. The Renting cost is also retrieved from a rentcafe website using BeautifulSoup. The locations and distributions of Schools, Universities and Other licensed Japanese Restaurants through the use of Foursquare service. The location/coordinates of each place is obtained through OpenStreetMap.

List of LA neighborhoods:

[https://en.wikipedia.org/wiki/List\\_of\\_districts\\_and\\_neighborhoods\\_of\\_Los\\_Angeles](https://en.wikipedia.org/wiki/List_of_districts_and_neighborhoods_of_Los_Angeles)

Location of Places (Retrieving coordinates):

<http://nominatim.openstreetmap.org/search.php?>

Rent Prices for All Neighborhoods

<https://www.rentcafe.com/average-rent-market-trends/us/ca/los-angeles/>

## 2.2 How Data Will be used to resolve the problem

- Use OpenStreetMap to retrieve coordinates of the neighborhoods and map them into the map using folium api.
- Use Foursquare service and geopy data to map top 10 venues for all Central LA neighborhoods and clustered in groups. The explorer api call of foursquare will be used to get all the nearby places.
- Use foursquare service and geopy data to map schools, universities, office spaces that are essential for analysis of the customer base for the restaurant. The search api call of foursquare will be used to get the locations.
- Retrieving rent cost from rentcafe.com and mapping to the already developed map of Central LA neighborhoods to uncover any relationship- with close location to places and the rent cost.
- Maps will be developed to analyse the distribution of places such as schools, offices and restaurants for each neighborhood.