



# Taste of Manchester

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# Business Problem

- Target Audience:

People who wants or plans to run a catering business in Manchester.

- Key Factors

1. Where is the best location?

2. What kind of restaurant?



# Data Resource

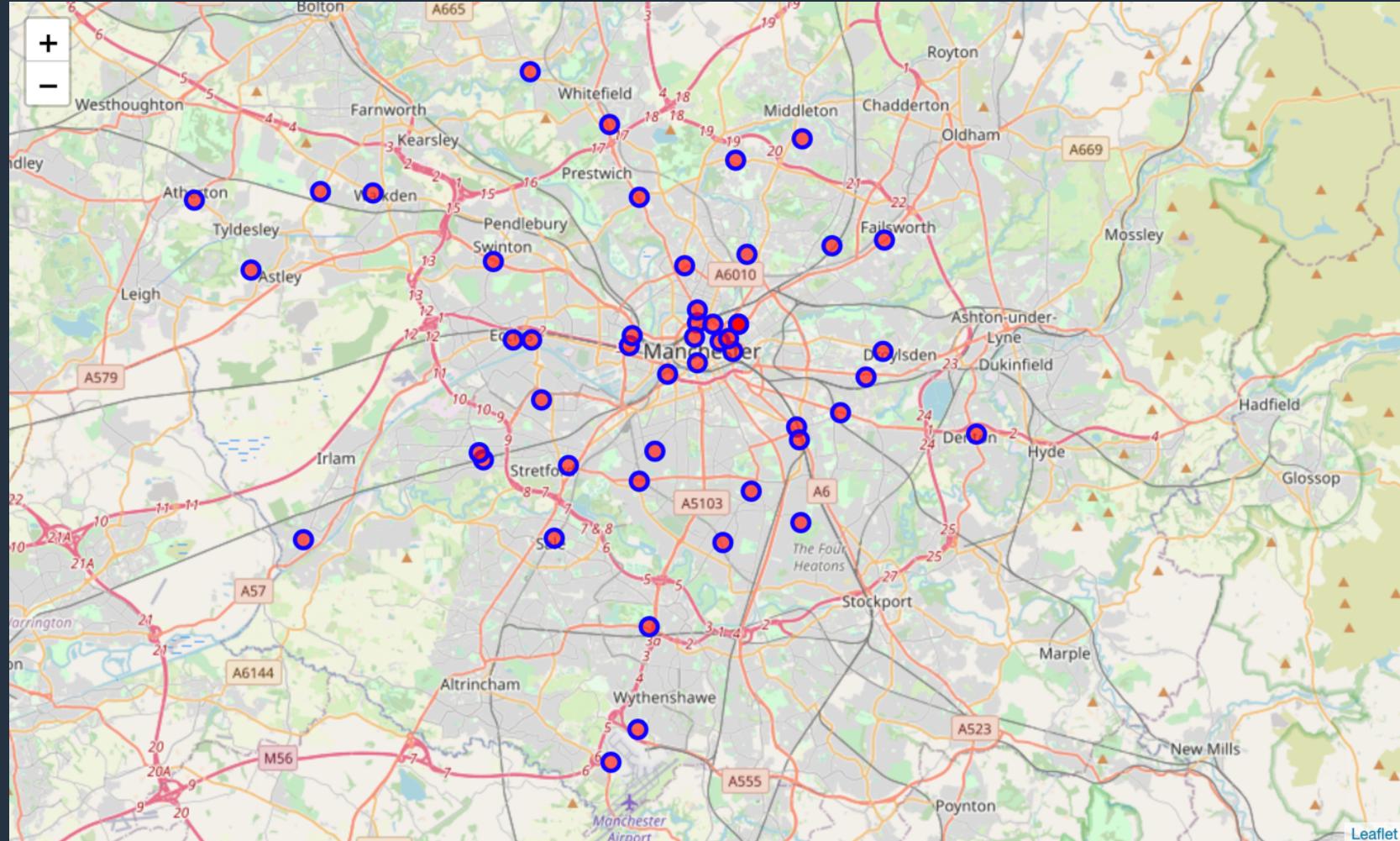
- The coverage of the postcode districts of Manchester from Wikipedia.  
[https://en.wikipedia.org/wiki/M\\_postcode\\_area](https://en.wikipedia.org/wiki/M_postcode_area)
- The geospatial data of each area in Manchester according to the postcode.  
<https://www.doogal.co.uk/UKPostcodes.php>
- Data from Foursquare will be used to provide information about which types of venues and restaurants are popular in each area of Manchester.



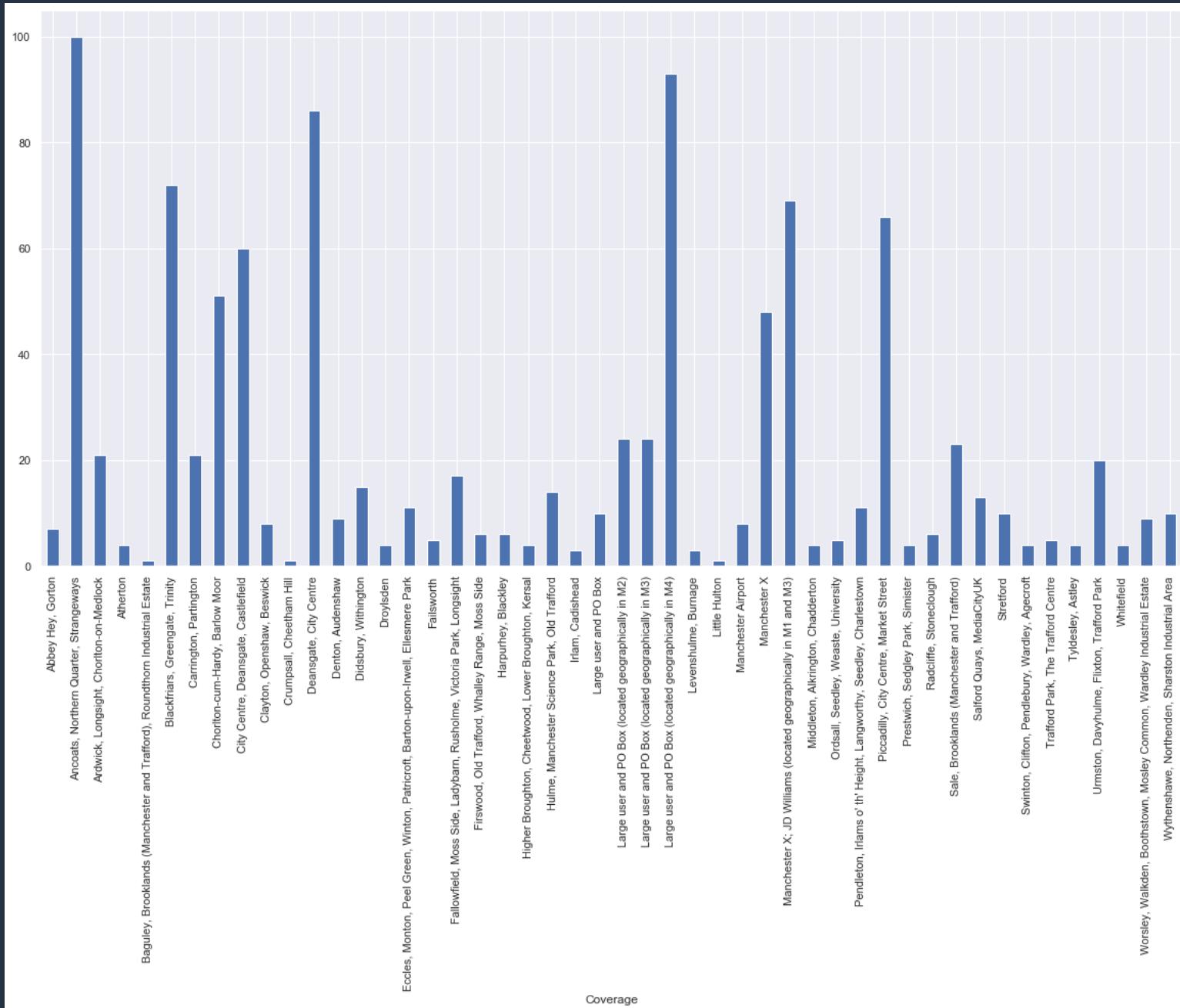
# Geospatial information of different coverages in Manchester

	<b>Postcode district</b>		<b>Coverage</b>	<b>Latitude</b>	<b>Longitude</b>
<b>0</b>	M1	Piccadilly, City Centre, Market Street	53.479635	-2.230093	
<b>1</b>	M2	Deansgate, City Centre	53.476203	-2.247281	
<b>2</b>	M3(Sectors 1, 2, 3, 4 and 9)	City Centre, Deansgate, Castlefield	53.487457	-2.247121	
<b>3</b>	M3(Sectors 5, 6 and 7)	Blackfriars, Greengate, Trinity	53.483616	-2.248861	
<b>4</b>	M4	Ancoats, Northern Quarter, Strangeways	53.482435	-2.236254	

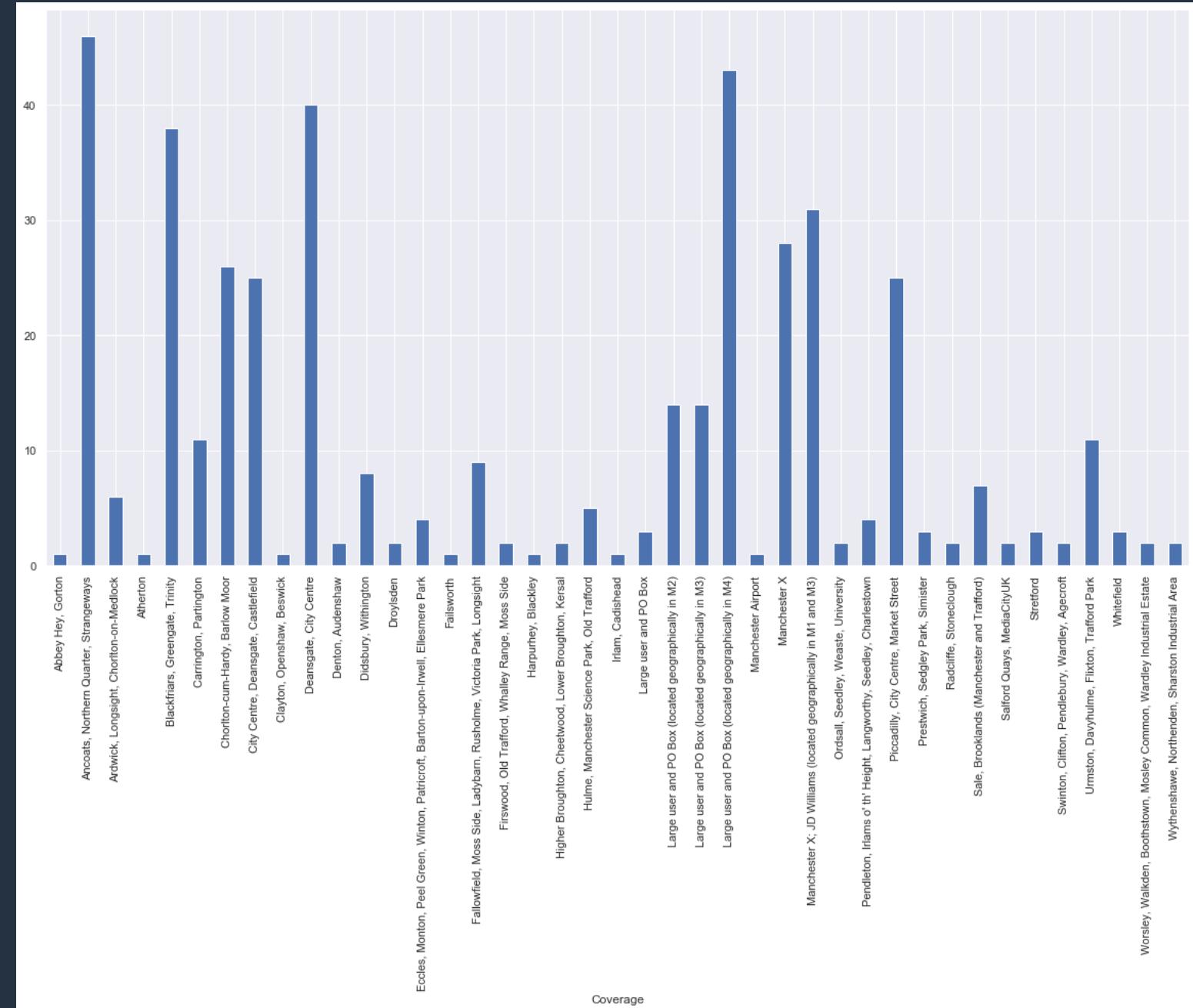
# The map of Manchester and its 52 postcode districts



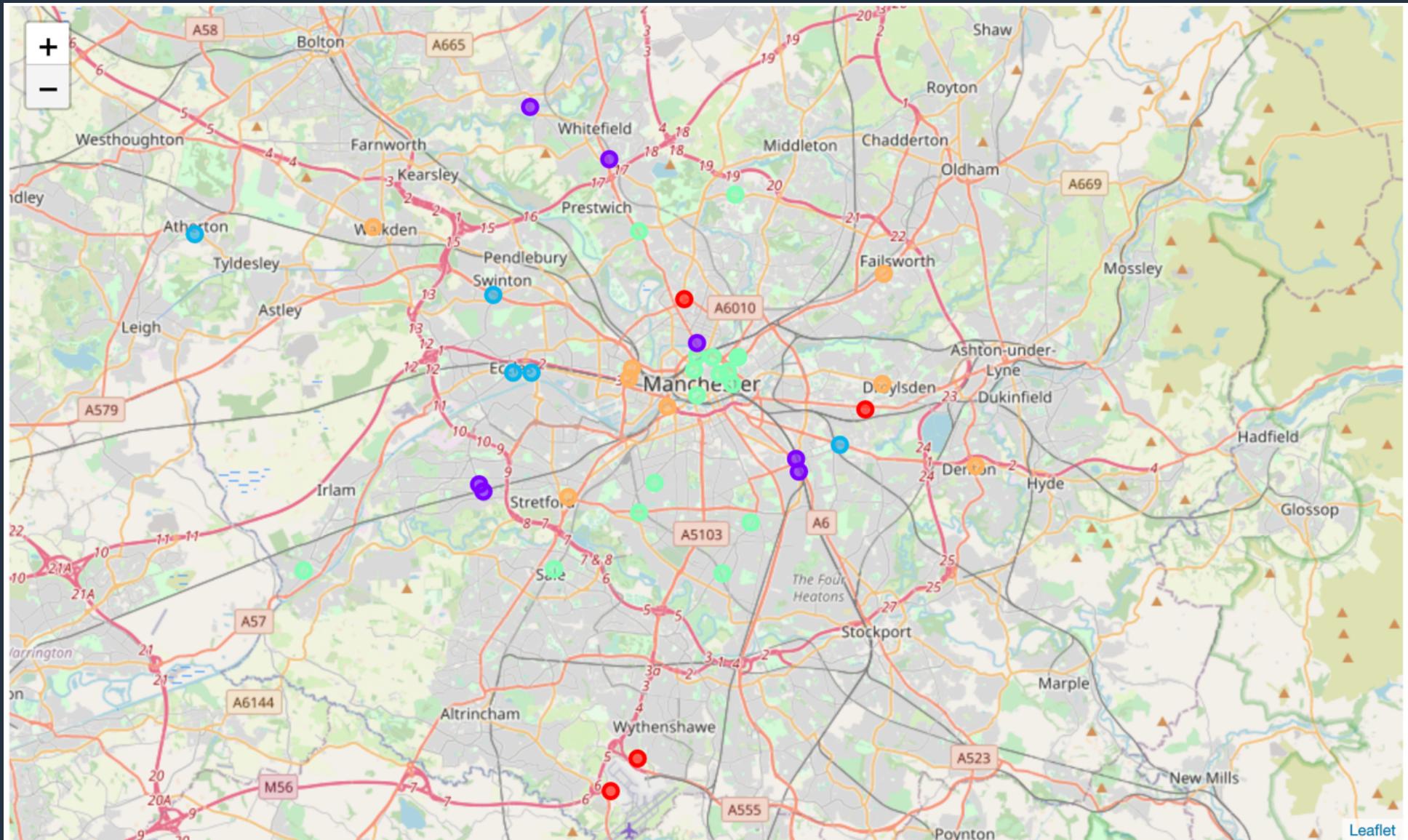
# Number of venues in different coverages in Manchester



# Number of restaurants in different coverages in Manchester



# Cluster the coverages



# Coverages and their five common restaurants in cluster 0

	<b>Coverage</b>	<b>1st Most Common Venue</b>	<b>2nd Most Common Venue</b>	<b>3rd Most Common Venue</b>	<b>4th Most Common Venue</b>	<b>5th Most Common Venue</b>	<b>Postcode district</b>
8	Clayton, Openshaw, Beswick	Coffee Shop	Vietnamese Restaurant	Greek Restaurant	Fried Chicken Joint	Food Truck	M11
18	Higher Broughton, Cheetwood, Lower Broughton, ...	Bagel Shop	Coffee Shop	Vietnamese Restaurant	Chinese Restaurant	Fried Chicken Joint	M7
25	Manchester Airport	Coffee Shop	Vietnamese Restaurant	Greek Restaurant	Fried Chicken Joint	Food Truck	M90
40	Wythenshawe, Northenden, Sharston Industrial Area	Coffee Shop	Vietnamese Restaurant	Greek Restaurant	Fried Chicken Joint	Food Truck	M22

# Coverages and their five common restaurants in cluster 1

	<b>Coverage</b>	<b>1st Most Common Venue</b>	<b>2nd Most Common Venue</b>	<b>3rd Most Common Venue</b>	<b>4th Most Common Venue</b>	<b>5th Most Common Venue</b>	<b>Postcode district</b>
<b>2</b>	Ardwick, Longsight, Chorlton-on-Medlock	Indian Restaurant	Fast Food Restaurant	Dessert Shop	Vietnamese Restaurant	Chinese Restaurant	M12
<b>2</b>	Ardwick, Longsight, Chorlton-on-Medlock	Indian Restaurant	Fast Food Restaurant	Dessert Shop	Vietnamese Restaurant	Chinese Restaurant	M13
<b>5</b>	Carrington, Partington	Indian Restaurant	Italian Restaurant	Café	Pizza Place	Steakhouse	M31
<b>21</b>	Large user and PO Box	Pizza Place	Turkish Restaurant	Indian Restaurant	Caucasian Restaurant	Food Truck	M60(Sector 9)
<b>32</b>	Radcliffe, Stoneclough	Gastropub	Indian Restaurant	Chinese Restaurant	Fried Chicken Joint	Food Truck	M26
<b>37</b>	Urmston, Davyhulme, Flixton, Trafford Park	Indian Restaurant	Italian Restaurant	Café	Pizza Place	Steakhouse	M41
<b>38</b>	Whitefield	Indian Restaurant	Bakery	Vietnamese Restaurant	Chinese Restaurant	Fried Chicken Joint	M45

# Coverages and their five common restaurants in cluster 2

	<b>Coverage</b>	<b>1st Most Common Venue</b>	<b>2nd Most Common Venue</b>	<b>3rd Most Common Venue</b>	<b>4th Most Common Venue</b>	<b>5th Most Common Venue</b>	<b>Postcode district</b>
0	Abbey Hey, Gorton	Sandwich Place	Vietnamese Restaurant	Caucasian Restaurant	Fried Chicken Joint	Food Truck	M18
3	Atherton	Sandwich Place	Vietnamese Restaurant	Caucasian Restaurant	Fried Chicken Joint	Food Truck	M46
13	Eccles, Monton, Peel Green, Winton, Patricroft...	Sandwich Place	Fast Food Restaurant	Chinese Restaurant	Vietnamese Restaurant	Caucasian Restaurant	M30
34	Salford Quays, MediaCityUK	Sandwich Place	Vietnamese Restaurant	Caucasian Restaurant	Fried Chicken Joint	Food Truck	M50
36	Swinton, Clifton, Pendlebury, Wardley, Agecroft	English Restaurant	Sandwich Place	Vietnamese Restaurant	Caucasian Restaurant	Fried Chicken Joint	M27

# Coverages and their five common restaurants in cluster 3

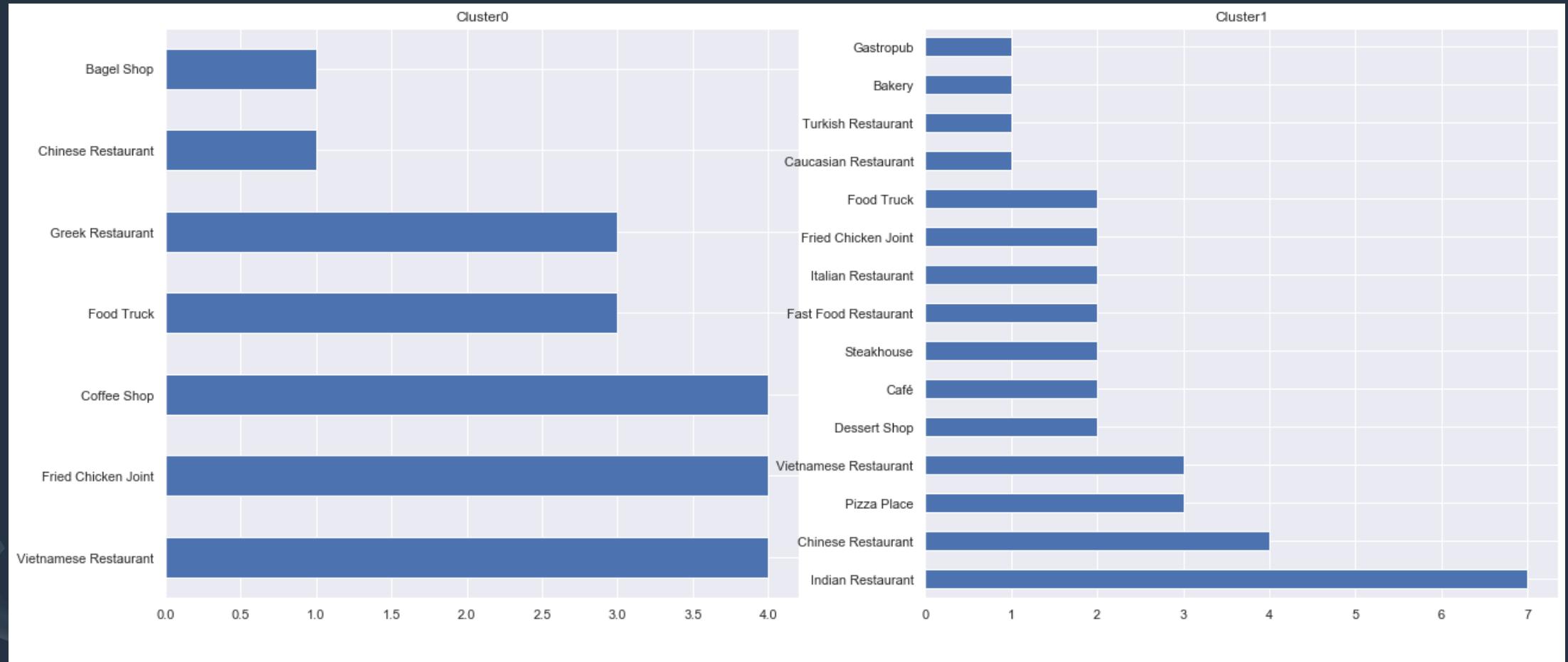
	Coverage	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	Postcode district
1	Ancoats, Northern Quarter, Strangeways	Coffee Shop	Pizza Place	Tea Room	Café	American Restaurant	M4
4	Blackfriars, Greengate, Trinity	Coffee Shop	Italian Restaurant	Restaurant	Sandwich Place	Asian Restaurant	M3(Sectors 5, 6 and 7)
6	Chorlton-cum-Hardy, Barlow Moor	Pizza Place	Café	Coffee Shop	Deli / Bodega	Turkish Restaurant	M21
7	City Centre, Deansgate, Castlefield	Italian Restaurant	Coffee Shop	Tea Room	Indian Restaurant	American Restaurant	M3(Sectors 1, 2, 3, 4 and 9)
9	Deansgate, City Centre	Italian Restaurant	Coffee Shop	Restaurant	Asian Restaurant	Café	M2
11	Didsbury, Withington	Pizza Place	Vegetarian / Vegan Restaurant	Thai Restaurant	Café	Restaurant	M20
15	Fallowfield, Moss Side, Ladybarn, Rusholme, Vi...	Fast Food Restaurant	Pizza Place	Asian Restaurant	Greek Restaurant	Fish & Chips Shop	M14
16	Firswood, Old Trafford, Whalley Range, Moss Side	Tibetan Restaurant	Chinese Restaurant	Vietnamese Restaurant	Caucasian Restaurant	Fried Chicken Joint	M16
17	Harrowhey, Blackley	Breakfast Spot	Vietnamese Restaurant	Chinese Restaurant	Fried Chicken Joint	Food Truck	M9
20	Irlam, Cadishead	Food Truck	Vietnamese Restaurant	Greek Restaurant	Fried Chicken Joint	Food Court	M44
22	Large user and PO Box (located geographically ...)	Coffee Shop	Italian Restaurant	Vietnamese Restaurant	Restaurant	Fish & Chips Shop	M60(Sectors 2 and 8)
23	Large user and PO Box (located geographically ...)	Coffee Shop	Italian Restaurant	Vietnamese Restaurant	Restaurant	Fish & Chips Shop	M60(Sectors 3 and 9)
24	Large user and PO Box (located geographically ...)	Coffee Shop	Italian Restaurant	American Restaurant	Burger Joint	Pizza Place	M60(Sectors 4 and 0)
26	Manchester X	Coffee Shop	Italian Restaurant	Vietnamese Restaurant	Restaurant	Fish & Chips Shop	M60(Sectors 5 and 6)
26	Manchester X	Coffee Shop	Italian Restaurant	Vietnamese Restaurant	Restaurant	Fish & Chips Shop	M61
27	Manchester X; JD Williams (located geographically...)	Coffee Shop	Tea Room	Pizza Place	Café	Indian Restaurant	M99
30	Piccadilly, City Centre, Market Street	Coffee Shop	Tea Room	Bakery	Italian Restaurant	Sandwich Place	M1
31	Prestwich, Sedgley Park, Simister	Pizza Place	Asian Restaurant	Deli / Bodega	Vietnamese Restaurant	Fried Chicken Joint	M25
33	Sale, Brooklands (Manchester and Trafford)	Italian Restaurant	Coffee Shop	Greek Restaurant	Thai Restaurant	Burger Joint	M33

# Coverages and their five common restaurants in cluster 4

	<b>Coverage</b>	<b>1st Most Common Venue</b>	<b>2nd Most Common Venue</b>	<b>3rd Most Common Venue</b>	<b>4th Most Common Venue</b>	<b>5th Most Common Venue</b>	<b>Postcode district</b>
<b>2</b>	Ardwick, Longsight, Chorlton-on-Medlock	Indian Restaurant	Fast Food Restaurant	Dessert Shop	Vietnamese Restaurant	Chinese Restaurant	M12
<b>2</b>	Ardwick, Longsight, Chorlton-on-Medlock	Indian Restaurant	Fast Food Restaurant	Dessert Shop	Vietnamese Restaurant	Chinese Restaurant	M13
<b>5</b>	Carrington, Partington	Indian Restaurant	Italian Restaurant	Café	Pizza Place	Steakhouse	M31
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<b>38</b>	Whitefield	Indian Restaurant	Bakery	Vietnamese Restaurant	Chinese Restaurant	Fried Chicken Joint	M45

# Distribution of the favourite restaurants

## - cluster 0 & cluster 1



# Distribution of the favourite restaurants

– cluster 2 & cluster 3 & cluster 4



# Conclusion

- For almost all the coverages, the number of restaurants is about 50% of the number of all kinds of venues.
- Areas such as Piccadilly, City Centre, Market Street, Deansgate, Blackfriars, Greengate, Trinity, Manchester X, JD Williams have distinctly higher numbers of restaurants than other areas.
- Each cluster of coverages has significant difference in the preference of the food type.
- Recommendation: opening a coffee shop or Italian restaurant in the following places, Piccadilly, Market Street, Deansgate, Blackfriars, Greengate, Trinity or Manchester X.

Thank you very much.

