



Open a restaurant in Hong Kong

DATA SCIENCE PROJECT

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PART 01

Business Problems

Location of the restaurant
Choose a restaurant concept



- **Hong Kong is one of the most densely populated places in the world.**
- **With over 7.5 million people of various nationalities in a 1,104-square-kilometre (426 sq mi) territory**
- **There have 18 district in Hong Kong totally.**



PART 02

Data and Methodology

Top 10 population density of district in Hong Kong



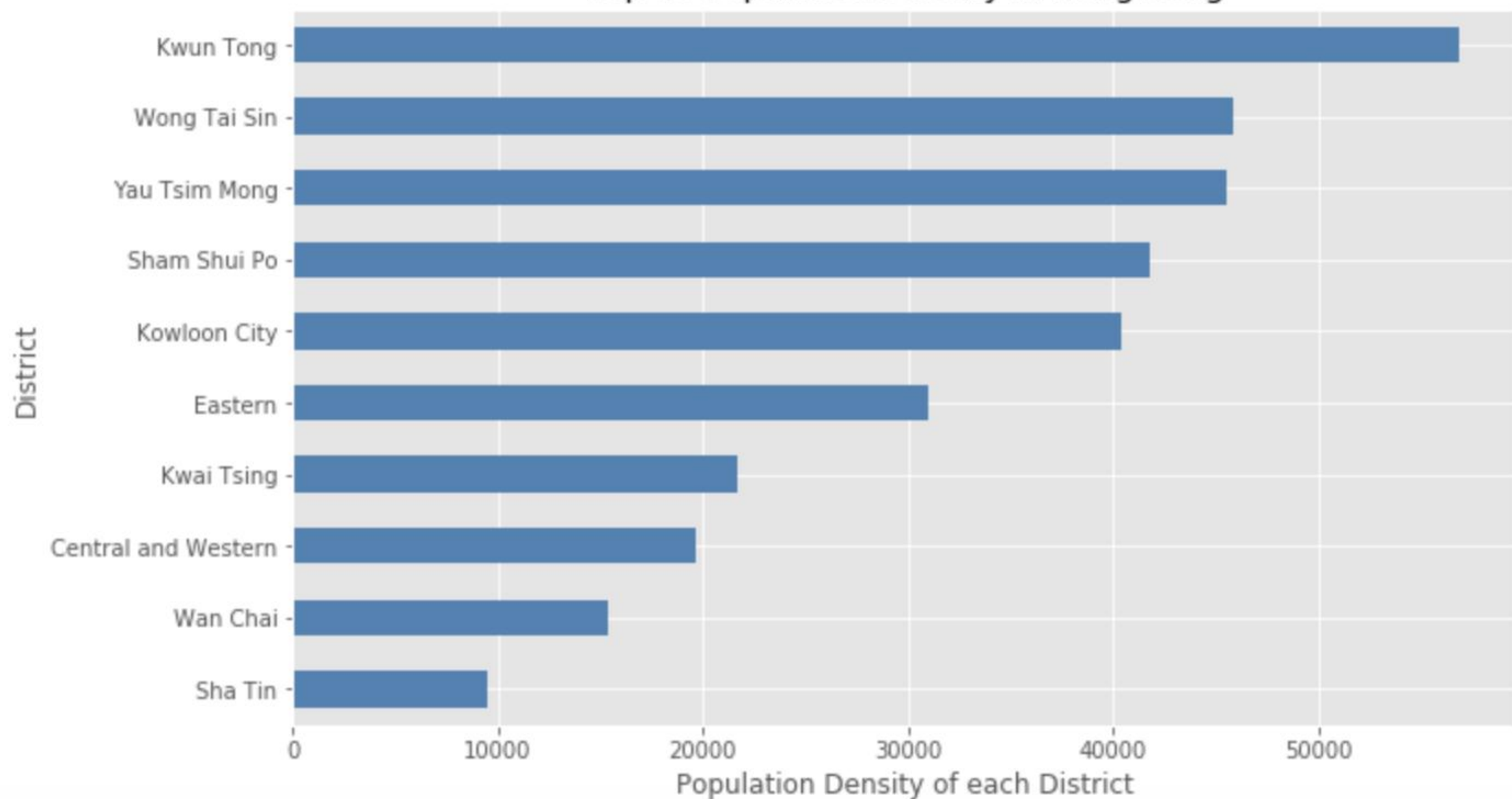


Wan Chai District



Yau Tsim Mong District

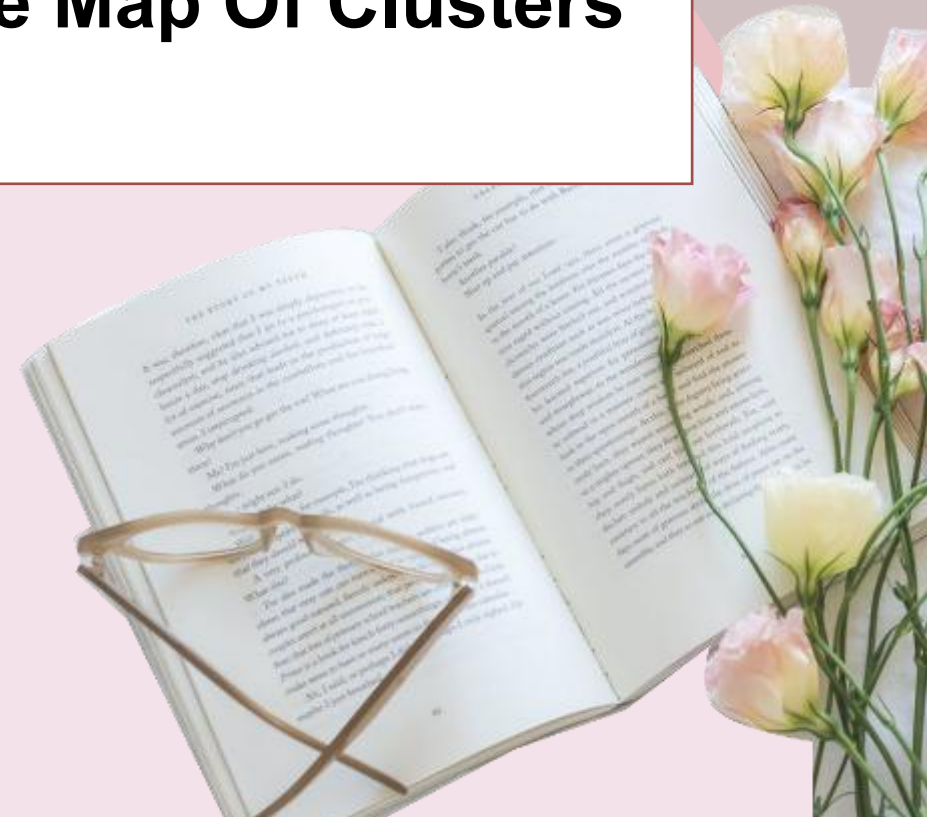
Top 10 Population Density in Hong Kong



PART 03

Exploratory Data Analysis

**Analyzing Districts
Create Map Of Clusters**



Create Map Of Clusters In Hong Kong



The most common cluster is cluster 1 (**purple dot**)

Analyzing the cluster 1

Cluster 1 - Most common venues: Chinese Restaurant , Fast Food Restaurant,Cafe

In [159]: HongKong_merged.loc[HongKong_merged['Cluster Labels'] == 1, HongKong_merged.columns[[0] + list(range(5, HongKong_merged.shape[1]))]]

9	Wan Chai	114.17169	1	Café	Cantonese Restaurant	Coffee Shop	Japanese Restaurant	Hong Kong Restaurant	Middle Eastern Restaurant	Clothing Store	Burger Joint	Bakery	Hotel
10	Kwai Tsing	114.08401	1	Bus Station	Mobile Phone Shop	Scenic Lookout	Pizza Place	Yoga Studio	Flea Market	Furniture / Home Store	Fried Chicken Joint	French Restaurant	Food Court
11	Eastern	114.22422	1	Chinese Restaurant	Park	Japanese Restaurant	Hong Kong Restaurant	Restaurant	Cantonese Restaurant	French Restaurant	Harbor / Marina	Dessert Shop	Indian Restaurant
12	Kowloon City	114.19149	1	Thai Restaurant	Dessert Shop	Chinese Restaurant	Café	Coffee Shop	Fast Food Restaurant	Bakery	Halal Restaurant	Asian Restaurant	Cha Chaan Teng
13	Sham Shui Po	114.16216	1	Noodle House	Dessert Shop	Chinese Restaurant	Shopping Mall	Dumpling Restaurant	Italian Restaurant	Ramen Restaurant	Snack Place	Cha Chaan Teng	Hong Kong Restaurant
14	Yau Tsim Mong	114.17258	1	Coffee Shop	Cha Chaan Teng	Chinese Restaurant	Dessert Shop	Noodle House	Sporting Goods Shop	Beer Bar	Market	Bakery	Steakhouse
16	Kwun Tong	114.22581	1	Chinese Restaurant	Café	Coffee Shop	Japanese Restaurant	Cha Chaan Teng	Fast Food Restaurant	Cantonese Restaurant	Restaurant	Sushi Restaurant	Climbing Gym

The Most Common Venues In Each District

1. **Kwun Tong** : Chinese Restaurant, Café, Japanese Restaurant, Fast Food Restaurant
 2. **Wong Tai Sin** : Fast Food Restaurant, Chinese Restaurant
 3. **Yau Tsim Mong** : Chinese Restaurant, Cha Chuan Teng, Noodle House, Beer Bar
 4. **Sham Shui Po**: Noodle House, Shopping Mall, Chinese Restaurant, Italian Restaurant
 5. **Kowloon City**: Thai Restaurant, Chinese Restaurant, Halal Restaurant, Fast Food Restaurant Bakery
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PART 04

Results and Conclusion





Conclusion

Cluster 1 is the most viable clusters to built business and have 4 of the top 5 population density districts in Hong Kong, which are Kwun Tong, Yau Tsim Mong, Sham Shui Po and Kowloon City.

For the **Kwun Tong and Yau Tsim Mong** district, i will suggest to open a Tai Restaurant, because there have lots of chinese restaurants and japanese restaurants, it seems like asian food here is very popular.

For the **Sham Shui Po and Kowloon City** district, the type of restaurant is diverse, noodle is very popular, so for the investors to set up a japanese Restaurant will be a gut choice.





⋮ Thank You !