

Opening a new restaurant in Tokyo

Abhinav Kumar Goswami

05 April 2020



1. Introduction

Background

Changing demographics and lifestyles are driving the growth of food service businesses. Busy customers have little time to cook or desire to do so. They want fresh bread flavour, without baking hassle. They want to wash delicious, healthy meals without dishes. Working parents, elderly people and bachelors prefer to buy their meals. Many restaurants fail during their first year, frequently due to a lack of planning.

Problem

The ideal place to open a restaurant would be a place where there are more customers and less competition. The proximity of the restaurant to other businesses and the scope of development of the area can also affect sales. This project aims to find the best location to open a restaurant.

Conditions

The restaurant should be far from bakeries and other restaurants. The brand value of the restaurants that are near should be less. It is not a good idea to set up a restaurant in a residential area; however, if the restaurant offers food delivery services, it might be a good idea to open the restaurant at a considerable distance. The restaurant should be accessible by students and office workers.

2. Data

To solve the problem the following data is needed

1. List of neighbourhoods of Tokyo
2. Their coordinates
3. Venue data

List of neighbourhoods was downloaded from Wikipedia

(https://en.wikipedia.org/wiki/Special_wards_of_Tokyo). Geocoder was used to get the coordinates. Foursquare was used to get the venue data.

A dataframe of neighbourhoods was created using

```
pandas.read_html("https://en.wikipedia.org/wiki/Special\_wards\_of\_Tokyo")[3]
```

The data consists of 24 rows and 8 columns. Only the columns- names, population, density, area and major districts were kept. All other columns were discarded. The last row consisting of the total area, density and population was discarded.

Geocoder was used to find the longitude and latitude of the major wards in Tokyo.

This data was fed to foursquare to get a list of top venues and nearby restaurants.