

SH ? Appetite

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01 INTRODUCTION

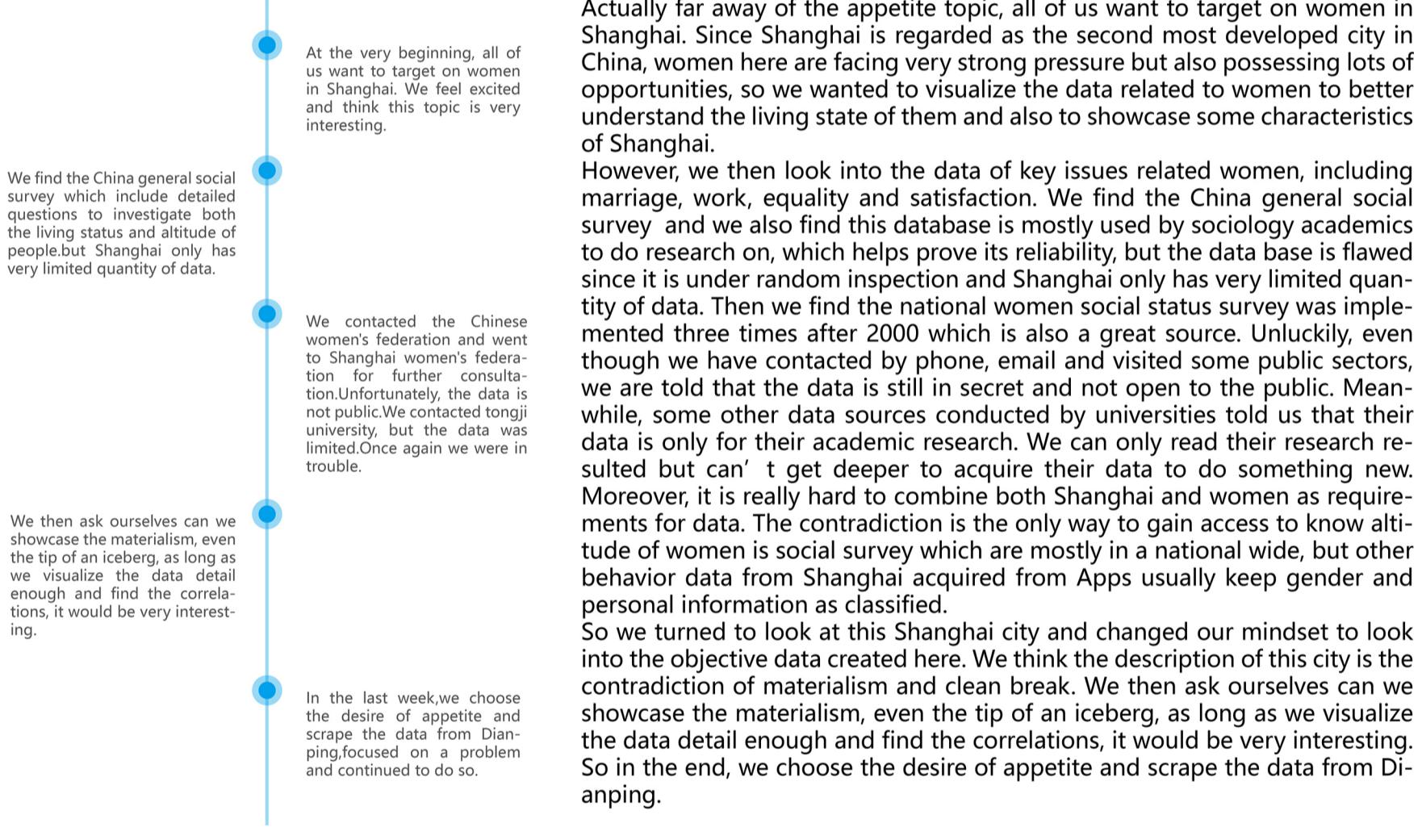
Why this topic?

Shanghai is called as a city of magic fantasy with thousands of desires are fed every day, of which the most necessary, most extending as well as the most diversified is eating. If you imagine Shanghai as a giant, you can't even tell how rich variety of food its stomach can contain, since the appetite of Shanghai has absolutely grown into a way of entertainment more than just coping with hunger. With appetite in Shanghai has evolved into part of its magic fantasy, we are going to look deeper into the appetite data in detail how enormous and luxurious it is, how fascinated it is and how it is correlated with people and place to better understand the value of people and characteristics of different spots here in Shanghai.

Why this data?

After 13 years' journey of development, Dianping has become the largest local life information provider in China by user-generated content, whose catering service evaluation is a main part of its business. People in Shanghai is used to referring to this App to look for a right restaurant. Moreover, Dianping is originated in Shanghai and get itself very much fit the enormous appetite here. So we choose to scrape the public information of 12150 restaurants from 18 districts of Shanghai to see the inner correlation and also the potential relationship with other data.

The Struggling Shifting Procedure



02 DATA SCREENING

We collected **11,853** data from dianping in all. but we did not limit the data of dianping APP. We also found some data from Shanghai statistics bureau, which showed that there were **15,7137** stores in Shanghai.

Restaurant Distribution Amounts in Tongji
65 Restaurants / Per Tongji Campus

Restaurant 15,7137

= 24.84 ≈ 25 Restaurants / km

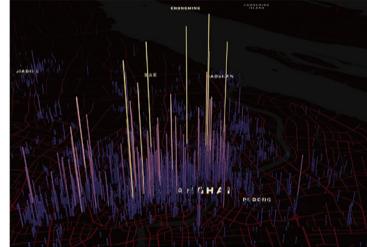
区	名称	地址	外键: 具有商业执照的公司	商家ID	商家类型1	商家类型2	商家类型3	口味分类1	口味分类2	口味分类3	口味分类4	口味分类5	口味分类6	口味分类7	口味分类8	口味分类9	口味分类10	口味分类11	口味分类12	口味分类13	口味分类14	口味分类15	口味分类16	口味分类17	口味分类18	口味分类19	口味分类20	口味分类21	口味分类22	口味分类23	口味分类24	口味分类25	口味分类26	口味分类27	口味分类28	口味分类29	口味分类30	口味分类31	口味分类32	口味分类33	口味分类34	口味分类35	口味分类36	口味分类37	口味分类38	口味分类39	口味分类40	口味分类41	口味分类42	口味分类43	口味分类44	口味分类45	口味分类46	口味分类47	口味分类48	口味分类49	口味分类50	口味分类51	口味分类52	口味分类53	口味分类54	口味分类55	口味分类56	口味分类57	口味分类58	口味分类59	口味分类60	口味分类61	口味分类62	口味分类63	口味分类64	口味分类65	口味分类66	口味分类67	口味分类68	口味分类69	口味分类70	口味分类71	口味分类72	口味分类73	口味分类74	口味分类75	口味分类76	口味分类77	口味分类78	口味分类79	口味分类80	口味分类81	口味分类82	口味分类83	口味分类84	口味分类85	口味分类86	口味分类87	口味分类88	口味分类89	口味分类90	口味分类91	口味分类92	口味分类93	口味分类94	口味分类95	口味分类96	口味分类97	口味分类98	口味分类99	口味分类100	口味分类101	口味分类102	口味分类103	口味分类104	口味分类105	口味分类106	口味分类107	口味分类108	口味分类109	口味分类110	口味分类111	口味分类112	口味分类113	口味分类114	口味分类115	口味分类116	口味分类117	口味分类118	口味分类119	口味分类120	口味分类121	口味分类122	口味分类123	口味分类124	口味分类125	口味分类126	口味分类127	口味分类128	口味分类129	口味分类130	口味分类131	口味分类132	口味分类133	口味分类134	口味分类135	口味分类136	口味分类137	口味分类138	口味分类139	口味分类140	口味分类141	口味分类142	口味分类143	口味分类144	口味分类145	口味分类146	口味分类147	口味分类148	口味分类149	口味分类150	口味分类151	口味分类152	口味分类153	口味分类154	口味分类155	口味分类156	口味分类157	口味分类158	口味分类159	口味分类160	口味分类161	口味分类162	口味分类163	口味分类164	口味分类165	口味分类166	口味分类167	口味分类168	口味分类169	口味分类170	口味分类171	口味分类172	口味分类173	口味分类174	口味分类175	口味分类176	口味分类177	口味分类178	口味分类179	口味分类180	口味分类181	口味分类182	口味分类183	口味分类184	口味分类185	口味分类186	口味分类187	口味分类188	口味分类189	口味分类190	口味分类191	口味分类192	口味分类193	口味分类194	口味分类195	口味分类196	口味分类197	口味分类198	口味分类199	口味分类200	口味分类201	口味分类202	口味分类203	口味分类204	口味分类205	口味分类206	口味分类207	口味分类208	口味分类209	口味分类210	口味分类211	口味分类212	口味分类213	口味分类214	口味分类215	口味分类216	口味分类217	口味分类218	口味分类219	口味分类220	口味分类221	口味分类222	口味分类223	口味分类224	口味分类225	口味分类226	口味分类227	口味分类228	口味分类229	口味分类230	口味分类231	口味分类232	口味分类233	口味分类234	口味分类235	口味分类236	口味分类237	口味分类238	口味分类239	口味分类240	口味分类241	口味分类242	口味分类243	口味分类244	口味分类245	口味分类246	口味分类247	口味分类248	口味分类249	口味分类250	口味分类251	口味分类252	口味分类253	口味分类254	口味分类255	口味分类256	口味分类257	口味分类258	口味分类259	口味分类260	口味分类261	口味分类262	口味分类263	口味分类264	口味分类265	口味分类266	口味分类267	口味分类268	口味分类269	口味分类270	口味分类271	口味分类272	口味分类273	口味分类274	口味分类275	口味分类276	口味分类277	口味分类278	口味分类279	口味分类280	口味分类281	口味分类282	口味分类283	口味分类284	口味分类285	口味分类286	口味分类287	口味分类288	口味分类289	口味分类290	口味分类291	口味分类292	口味分类293	口味分类294	口味分类295	口味分类296	口味分类297	口味分类298	口味分类299	口味分类300	口味分类301	口味分类302	口味分类303	口味分类304	口味分类305	口味分类306	口味分类307	口味分类308	口味分类309	口味分类310	口味分类311	口味分类312	口味分类313	口味分类314	口味分类315	口味分类316	口味分类317	口味分类318	口味分类319	口味分类320	口味分类321	口味分类322	口味分类323	口味分类324	口味分类325	口味分类326	口味分类327	口味分类328	口味分类329	口味分类330	口味分类331	口味分类332	口味分类333	口味分类334	口味分类335	口味分类336	口味分类337	口味分类338	口味分类339	口味分类340	口味分类341	口味分类342	口味分类343	口味分类344	口味分类345	口味分类346	口味分类347	口味分类348	口味分类349	口味分类350	口味分类351	口味分类352	口味分类353	口味分类354	口味分类355	口味分类356	口味分类357	口味分类358	口味分类359	口味分类360	口味分类361	口味分类362	口味分类363	口味分类364	口味分类365	口味分类366	口味分类367	口味分类368	口味分类369	口味分类370	口味分类371	口味分类372	口味分类373	口味分类374	口味分类375	口味分类376	口味分类377	口味分类378	口味分类379	口味分类380	口味分类381	口味分类382	口味分类383	口味分类384	口味分类385	口味分类386	口味分类387	口味分类388	口味分类389	口味分类390	口味分类391	口味分类392	口味分类393	口味分类394	口味分类395	口味分类396	口味分类397	口味分类398	口味分类399	口味分类400	口味分类401	口味分类402	口味分类403	口味分类404	口味分类405	口味分类406	口味分类407	口味分类408	口味分类409	口味分类410	口味分类411	口味分类412	口味分类413	口味分类414	口味分类415	口味分类416	口味分类417	口味分类418	口味分类419	口味分类420	口味分类421	口味分类422	口味分类423	口味分类424	口味分类425	口味分类426	口味分类427	口味分类428	口味分类429	口味分类430	口味分类431	口味分类432	口味分类433	口味分类434	口味分类435	口味分类436	口味分类437	口味分类438	口味分类439	口味分类440	口味分类441	口味分类442	口味分类443	口味分类444	口味分类445	口味分类446	口味分类447	口味分类448	口味分类449	口味分类450	口味分类451	口味分类452	口味分类453	口味分类454	口味分类455	口味分类456	口味分类457	口味分类458	口味分类459	口味分类460	口味分类461	口味分类462	口味分类463	口味分类464	口味分类465	口味分类466	口味分类467	口味分类468	口味分类469	口味分类470	口味分类471	口味分类472	口味分类473	口味分类474	口味分类475	口味分类476	口味分类477	口味分类478	口味分类479	口味分类480	口味分类481	口味分类482	口味分类483	口味分类484	口味分类485	口味分类486	口味分类487	口味分类488	口味分类489	口味分类490	口味分类491	口味分类492	口味分类493	口味分类494	口味分类495	口味分类496	口味分类497	口味分类498	口味分类499	口味分类500	口味分类501	口味分类502	口味分类503	口味分类504	口味分类505	口味分类506	口味分类507	口味分类508	口味分类509	口味分类510	口味分类511	口味分类512	口味分类513	口味分类514	口味分类515	口味分类516	口味分类517	口味分类518	口味分类519	口味分类520	口味分类521	口味分类522	口味分类523	口味分类524	口味分类525	口味分类526	口味分类527	口味分类528	口味分类529	口味分类530	口味分类531	口味分类532	口味分类533	口味分类534	口味分类535	口味分类536	口味分类537	口味分类538	口味分类539	口味分类540	口味分类541	口味分类542	口味分类543	口味分类544	口味分类545	口味分类546	口味分类547	口味分类548	口味分类549	口味分类550	口味分类551	口味分类552	口味分类553	口味分类554	口味分类555	口味分类556	口味分类557	口味分类558	口味分类559	口味分类560	口味分类561	口味分类562	口味分类563	口味分类564	口味分类565	口味分类566	口味分类567	口味分类568	口味分类569	口味分类570	口味分类571	口味分类572	口味分类573	口味分类574	口味分类575	口味分类576	口味分类577	口味分类578	口味分类579	口味分类580	口味分类581	口味分类582	口味分类583	口味分类584	口味分类585	口味分类586	口味分类587	口味分类588	口味分类589	口味分类590	口味分类591	口味分类592	口味分类593	口味分类594	口味分类595	口味分类596	口味分类597	口味分类598	口味分类599	口味分类600	口味分类601	口味分类602	口味分类603	口味分类604	口味分类605	口味分类606	口味分类607	口味分类608	口味分类609	口味分类610	口味分类611	口味分类612	口味分类613	口味分类614	口味分类615	口味分类616	口味分类6

03 DATAVIS

How many?

The Quantity of each category of restaurants in Shanghai

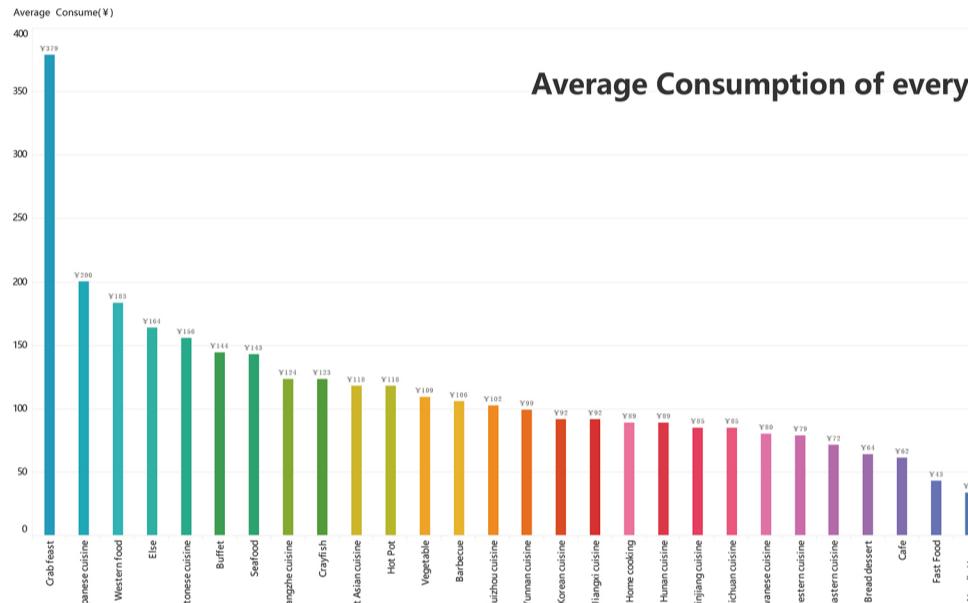
We locate the 12150 restaurants on the map of Shanghai. These restaurants are sorted by their offering categories and marked by color. The general density increases from around to the center area. If we look at the distribution of every category or category density in every district, there are more to tell.



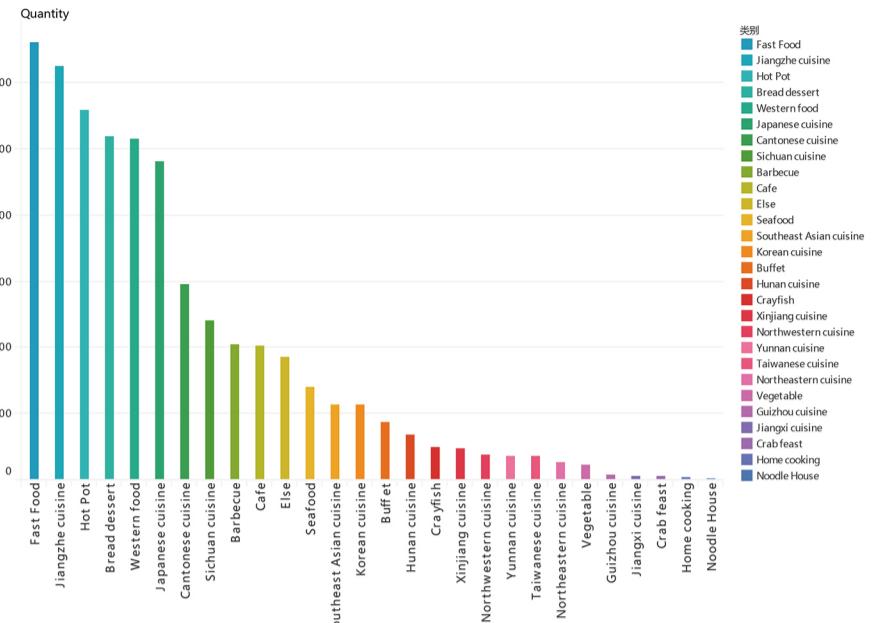
Catering Consumption forest

If we make the average consumption in every restaurant into the attitudes, the catering consumption forest come into being. Not only can we see the wide range and the consumption peaks of this forest, but we can also easily tell how much money people are going to lost when walking in different spots of this forest.

How much?



Quantity of each category



Average Consumption of every Category

Consumption of Category

Price dispersion of every category

If we sort the price per person of all the restaurants by food categories, not only can we tell the different level of price peaks in very food category. We can also see something form the main price range, like Japanese cuisine has the most elastic price range.

Gap of Landmark Consume

Price gap of landmarks in Shanghai

Since a few highest or lowest prices would affect the general situation of every spot, we started to use the median minus average price to show how strong the price differentiation is around every landmark in Shanghai. What interesting is that although the bund has the largest price gap, the People Square and Nanjing Road has the middle gap.

How diversified?

The correlation between cluster of food and geographic characteristic

We firstly depict the cluster of restaurants of very category. And then we find some relationships with the geography, history and architecture, like there are usually many cafes near book stores. And where the cluster of Cantonese food locate has long been a trading range with the Southeast Asia.



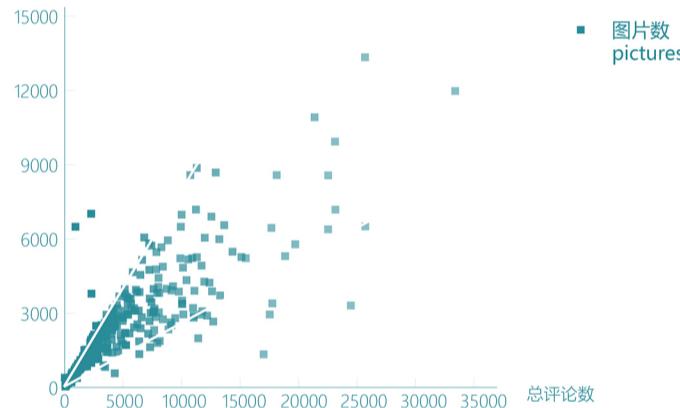
How fancy?



Word frequency of dish names

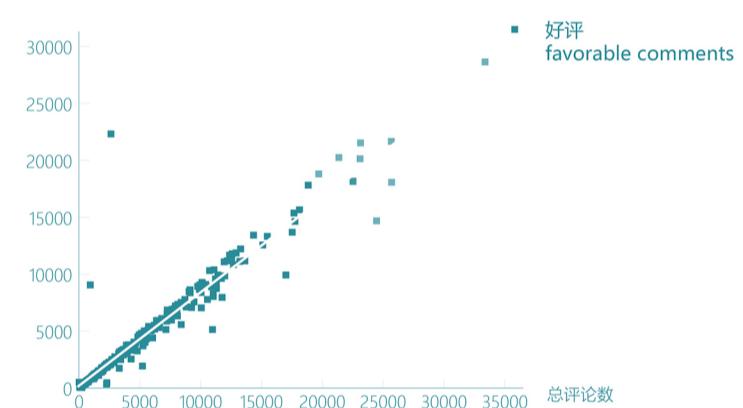
Analyzing the dish names of every food category usually helps us to better understand the cooking culture and preferred flavor. We picked all the words in every categories and ranked them by the frequency. We can see the local Shanghai food mostly like to cook by fry, braise and steam, etc.

How tricky?



Choice of fortune for eyes or god of appetite

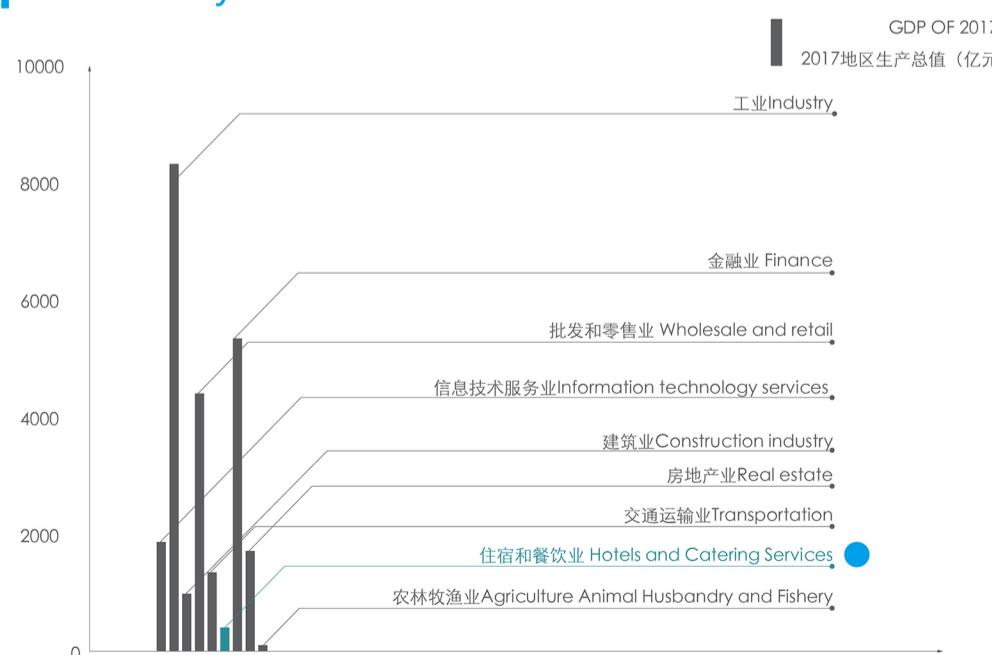
Nowadays, people don't take flavor of food not only by mouth but also by their eyes. So our question becomes will there be restaurants better feed eyes than others and what is the relationship between the desire of eye and mouth. We use comments with picture to stand for fortune for eyes and locates the top 400 popular restaurants to see the pattern.



Clarification of hot and favorable

Is the most popular restaurants also receive the most favorable comments? We pick the top 400 popular restaurants to see the relationship between the popularity and good reputation.

Summary



Consumerism VS capitalism in Shanghai

Just seeing through the appetite of Shanghai could we tell how strong the consumerism or materialism of Shanghai is. However, if we visualize the GDP of different industries in Shanghai. The hotel and catering industries together are just 40.3 billion, while the financial industry is 12 times higher, capitalism is like a huge monster in front of consumerism, which makes us feel that we just revealed the tip of an iceberg. The vast majority of Shanghai economy is actually hiding behind the daily consumption of people here.

For more detailed maps, please visit the following websites:

<http://111.231.92.159:88/average>

https://public.tableau.com/shared/KHFR93Y4J?:display_count=yes