

Feasibility Study of Opening New Korean Restaurant in Jakarta, Indonesia



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Week 1:

- *Introduction*
- *Business Problem*
- *List of Audience*
- *Data*

1. Introduction

Currently Korean plays significant role in global business. I believe that in every country in the world at least ever heard of Korean's entertainment Industries, like K-Pop, K-Drama, and K-Movies. Especially in my country, Indonesia, started with the influence of the Korean entertainment industries, the several communities who idolize this kind of entertainment started to developed. In fact, this influence expands to not only on entertainment industries, but also to other aspects like language, culture and food. This creates new business opportunity for establishing business which focuses on Korean related. For instance, currently the Korean food industry is growing really fast in Indonesia. Almost every city has the Korean Restaurant. Therefore, this is a good timing for business man to involve in this Korean food industry in Indonesia.

Jakarta as the capital city of Indonesia shows the rapid economic growth in the last few years. This means that it will be great chance to open the new business like Korean Restaurant in here. However, opening new restaurant in Jakarta should have several considerations, especially about the competitiveness index. The businessman has to choose the best place in Jakarta to open the new restaurant. The location of the new business will determine whether the business will be a success or a failure.

a. Business Problem

The objective this capstone project is to analyze and select the best location in the Jakarta, as the capital city in Indonesia, to open a new Korean Restaurant. Using data science methodology and machine learning techniques like clustering, this project aims to provide solution to answer business question:

If there is a businessman who is looking the location to open the new Korean Restaurant, what is your recommendation?

b. Target Audience of this project

This project is particularly useful to property developers and investors looking to open or invest in new Korean Restaurant in Jakarta, Indonesia.

2. Data

These are the following data and also the method to extract them which will be needed to solve the problem:

- List of neighborhoods in Jakarta.
 - This defines the scope of this project which only focus on the city of Jakarta, the capital city of Indonesia.
 - The neighborhoods data in Jakarta will be taken from Wikipedia page https://en.wikipedia.org/wiki/Category:South_Jakarta
 - This contains of 63 neighborhoods
 - This data will be utilized through web scrapping techniques to extract the data from Wikipedia page with the help of Python requests and beautifulsoup packages
- Latitude and Longitude coordinates of those neighborhoods.
 - This will be required to plot the map and also get the venue data
 - After data from wikipedia already extracted, then latitude and longitude of the neighborhoods will be determined using the Python Geocoder package
- Venue data through Foursquare API, especially related with Korean Restaurant.
 - This will be used for performing clustering in the Neighborhoods
 - Foursquare API will provide many categories of the venue data, we are particularly interested in the Korean Restaurant category in order to help us to solve the business problem.

This is a project that will make use of many data science skills, from web scraping (Wikipedia), working with API (Foursquare), data cleaning, data wrangling, to machine learning (K-means clustering) and map visualization (Folium).

