

# Strategic Location Recommendation For Opening Coffee Shop Business in South Jakarta

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28 October 2020

# Introduction - Business Problem

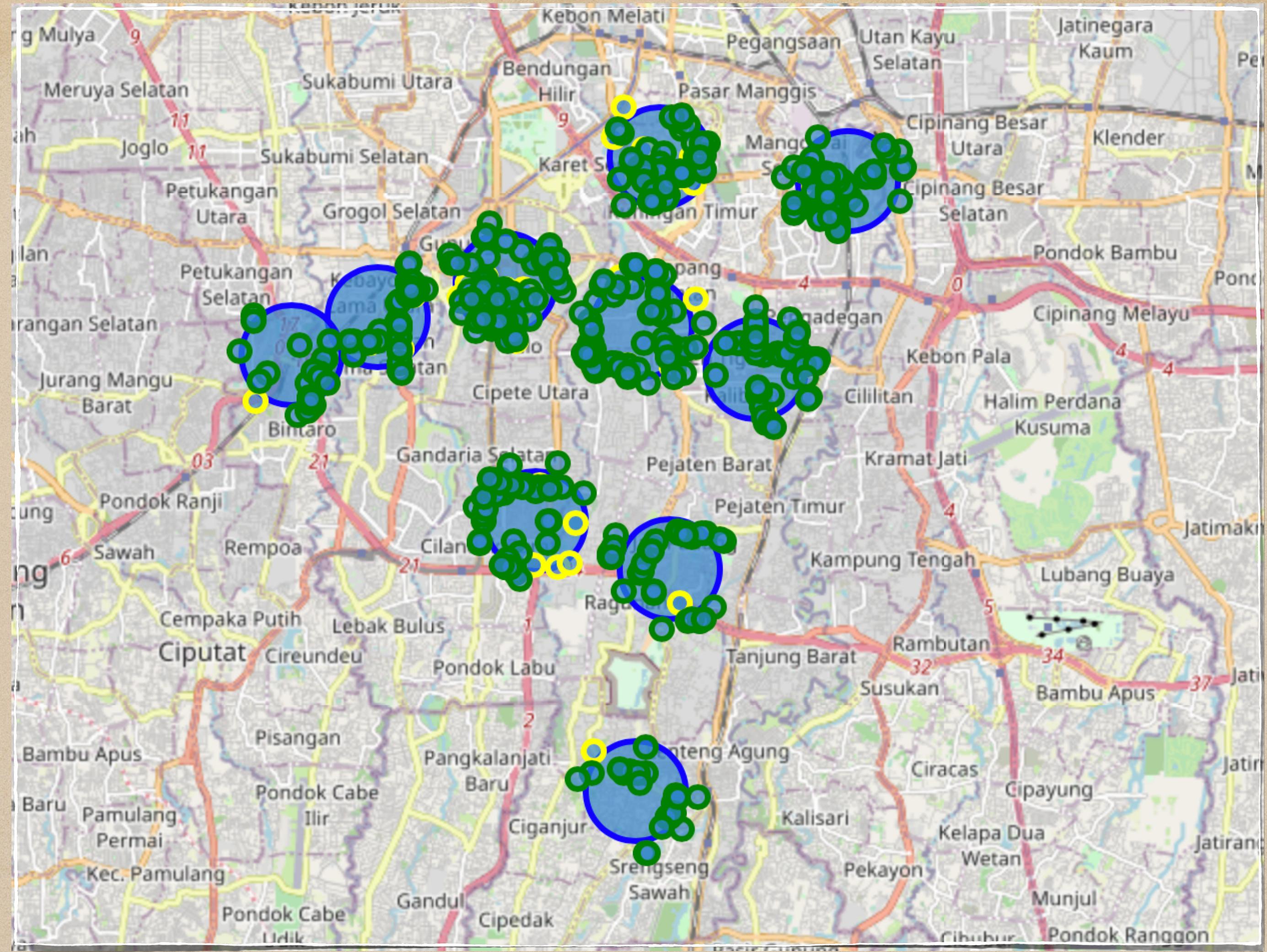
- ◆ South Jakarta is one of favourite city in Indonesia to open new business, like Coffee Shop
- ◆ Indonesia Coffee Shop has good prospect in 2020, estimated the market value reach IDR 4.8 Trillion per Year.
- ◆ This project will give recommendation about strategic location, one of most important things that need to be considered for opening coffee shop business.

# Data Description

- ◆ First, Acquired list of Districts of South Jakarta. Then use GeoPy to acquire latitude and longitude for each districts.
- ◆ Second, Acquired list of Nearby venues from each districts using FourSquare API.
- ◆ Third, Clean the dataset by removing duplicate data
- ◆ Finally, acquired dataset that contains 750 venues for all districts in South Jakarta

# Methodology

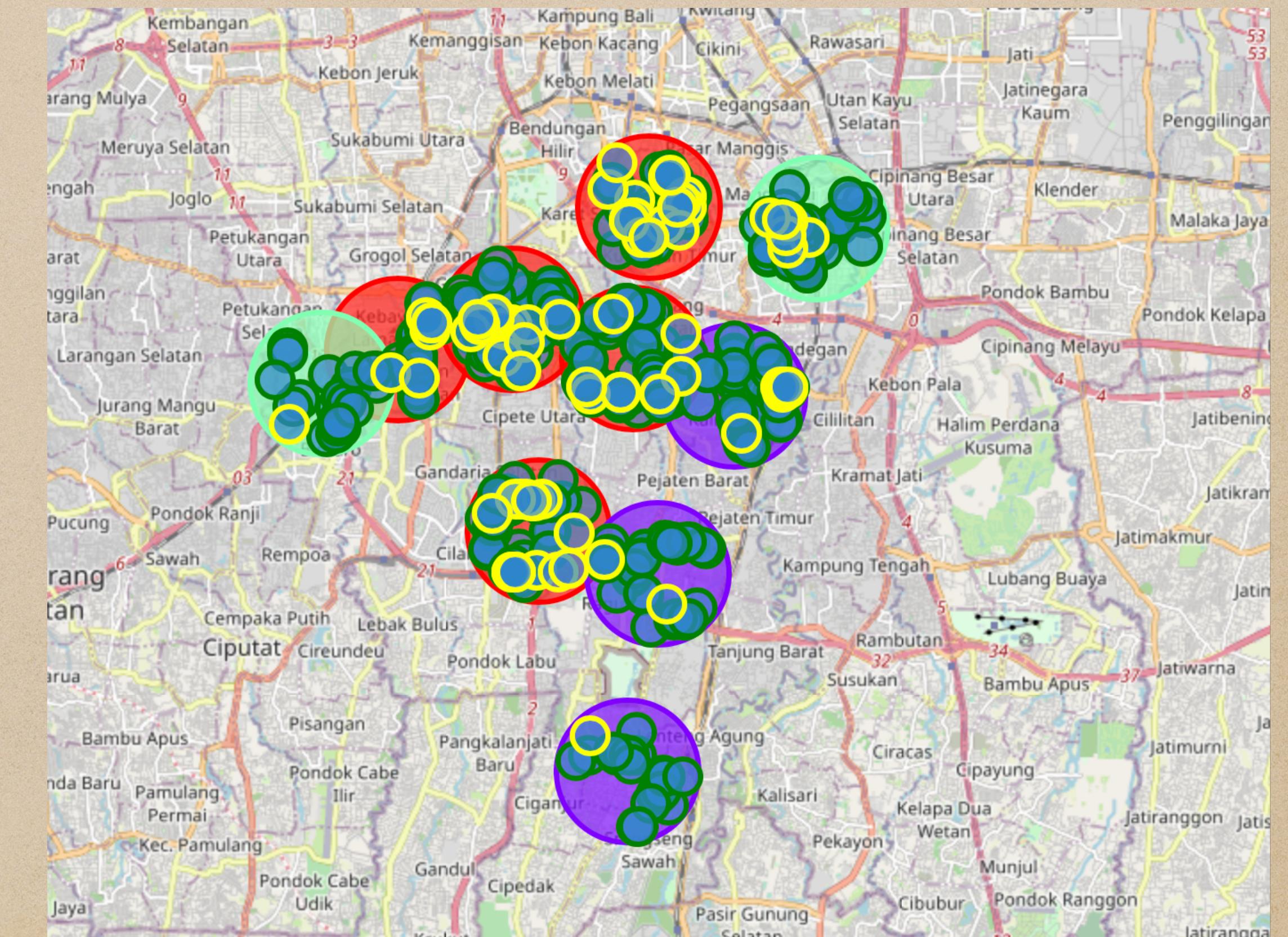
- ◆ Categorize the data into Positive Venues and Negative Venues, where negatives venues is coffee shop and positive venues are others venues.
- ◆ By using negative venues position, acquire good candidates districts for opening coffee shop
- ◆ Analyze each districts and find out the most common venues and cluster the common venues for each districts.
- ◆ Using cluster information, find best candidates districts from previous good candidates districts.



Visualization Map of Districts (Blue Circle), Positive Venues (Green Circle), Negative Venues (Yellow Circle)

# Map Visualizations of Clusters and Venues

- ◆ Red circle: First Cluster
- ◆ Purple circle: Second Cluster
- ◆ Lime circle: Third Cluster
- ◆ Green Circle: Positive Venues
- ◆ Yellow Circle: Negative Venues



# Result and Discussion

- We can rank the clusters from best to worst in terms of good characteristic for opening coffee shop business
  1. First Cluster
  2. Second Cluster
  3. Third Cluster

Rank is made with number or variation of venues in each cluster that can attract peoples that has potential for buying coffee.

- Best candidates of districts that for further analysis are Pasar Minggu and Jagakarsa, because they have fewer negative venue and better cluster characteristic.

# Conclusion

In This project, we will give best districts candidates recommendation for strategic location problem based on neighboring business which can help stakeholder for further analysis is opening coffee shop business. Successfully create dataset that contains nearby venues from each districts by using wikipedia, GeoPy, FourSquare API.

From the analysis, Pasar Minggu and Jagakarsa are the best candidates for further analysis in opening coffee shop business