FIND THE MOST STRATEGIC
PLACE FOR YOUR RESTAURANT IN BALI

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1. INTRODUCTION

1.1 Background

Bali, bali is an island that people commonly know as paradise. Culture, food, tourist attractions are things that make people competing to come and enjoy themselves in Bali.

Island that located in the Indonesian archipelago has a lot of charm that makes many people go to visit Bali every year. Besakih Temple, Kuta Beach, Ubud monkey forest are just a few examples of places frequently visited by travelers from various countries.

In addition to its attractive natural charm, culinary in Bali also has its own allure for its fans, Babi Guling Bu Oka in Ubud, ayam betutu men tempeh in gilimanuk, nasi campur Bu Oki in Nusa Dua are some examples of locations that offer authentic Balinese cuisine and commonly loved by the local community and tourists

1.2 Problem

because Bali is often the target by tourists and has many interesting things, frequently there are people who want to open a business on this island. One of the businesses that sell well in Bali is food business, but due to the large number of business operators in Bali, competition to sell products has become a difficulty.

In this era, more and more data is generated intentionally or unintentionally and if we process the data properly we can produce an insight that can help us to solve a problem, if there is someone who wants to open a culinary business in Bali, and that person does not do the analysis and has no business experience, it is likely that the business will fail and of course will harm the financial of that person.

Therefore it would be better if before doing business, we analyze the existing problems and look for insight into these problems, One way to avoid the risk of failing to do business, is consult to data scientists who have the knowledge needed to understand the existing problems.

2. DATA

2.1 Source

to be able understand and solve existing problems, a Data Scientist needs a quality good dataset and creativity so that the problem can be resolved, here are some data sources that used in this problem:

a. List of regency in Bali by Wikipedia
https://id.wikipedia.org/wiki/Daftar_kabupaten_dan_kota_di_Bali

b. List of worker and company in by Bali Statistics Agency
https://bali.bps.go.id/statictable/2019/10/09/161/jumlah-perusahaan-dan-tenaga-kerja-industri-besar-dan-sedang-menurut-kabupaten-kota-di-bali-2018.html

   c. Foursquare API to find any recommended restaurant

2.2 Preprocessing

for preprocessing, I decided to use pandas, feature engineering is helped by geopy coordinate finder and foursquare API

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