IBM Data Science
Capstone Project

Picking a suitable location for a new restaurant
in Western Singapore

01. Introduction

1.1 The problem and background of the study

In the project I have focused on a business scenario where the owner of a high-end restaurant chain is deciding to open a new restaurant in the Western Region of Singapore since he is not having a restaurant in Singapore. But he is uncertain about the city which he will choose to open the restaurant. The intention of the study is to find an optimal location in the western region for his restaurant.

1.2 Audience

Here we are assuming a random business owner to whom we are addressing this report, but in the real world this restaurant owner can be treated as a person who is interested in opening a restaurant in the western region of Singapore, thus this analysis could be useful for a group of restaurant owners.

02. Data

To perform the analysis, the following data will be used.

1. List of cities in Singapore.
2. Geo-coordinates of each city in Singapore
3. Top venues in the cities in western region.

The list of cities along with their coordinates has been obtained from the web site, https://simplemaps.com/data/sg-cities

Top venues have been obtained with the help of Foursquare API.