Hoi! Dumpling und Noodles!

Choosing the best area in Zürich to open an Asian noodle and dumpling restaurant

A brand new Asian restaurant is likely to be a great business for Asian chained restaurant owners.

- Asian Population in Zürich has been growing rapidly.

  (Ex: Chinese population has doubled since 2011)

- As the biggest city in Switzerland, there is still no international and real Asian restaurant in Zürich.

- For an Asian chained restaurant owner, Zürich can be a good choice to expand their business.

Data Source

There are totally 12 "Kreis" ("Kreis" = District) in Zürich.

For Foursqaure API: Coordination of each Kreis

From City of Zürich:

- Nationality of residents at each Kreis (Year 2018)
- Income of residents at each Kreis (Year 2015)
- Average rent at each Kreis (Year 2017)

Some competition is beneficial for our business

- There are not so many Asian restaurants in the whole city.

- Find out which area has the most Asian restaurant:

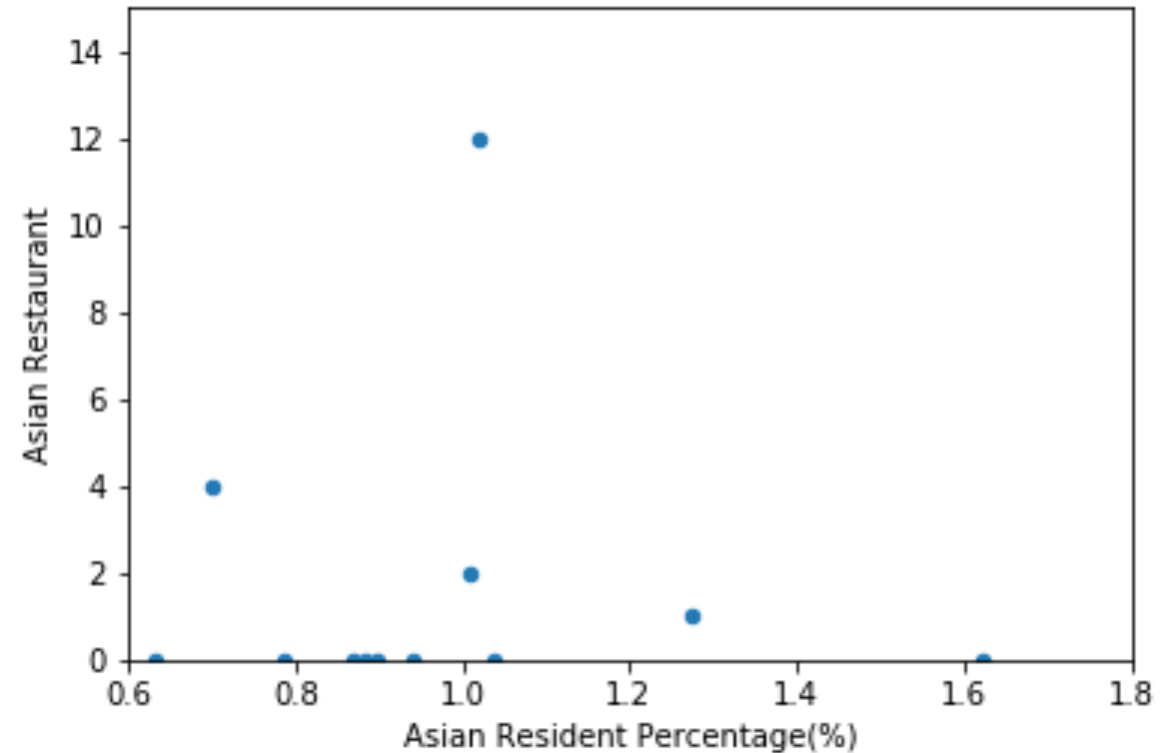 Kreis 4 can possibly be a good area to open an Asian restaurant.

Kreis	Asian Restaurant
Kreis 1	2
Kreis 2	0
Kreis 3	0
Kreis 4	12
Kreis 5	4
Kreis 6	0
Kreis 7	0
Kreis 8	0
Kreis 9	0
Kreis 10	0
Kreis 11	0
Kreis 12	1

Influence of Asian Residents

There is no obvious trend. But if we ignore the data point of Kreis 4, we can see that Asian residents have negative impact on Asian restaurants.
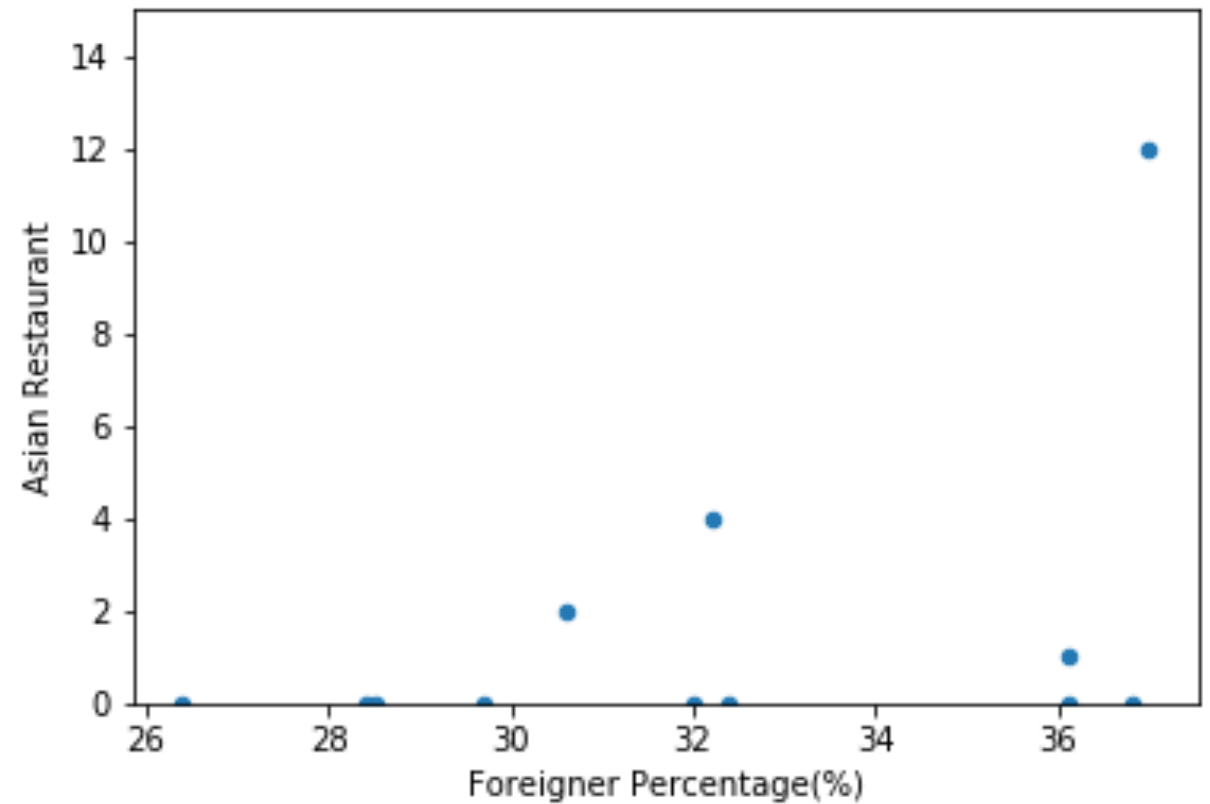
Asian resident percentage of each Kreis
v.s.
Asian restaurants at each Kreis

Influence of Foreign Residents

From the figure, we can see a slight trend indicates that the more foreign residents in the Kreis, the more Asian restaurants there.
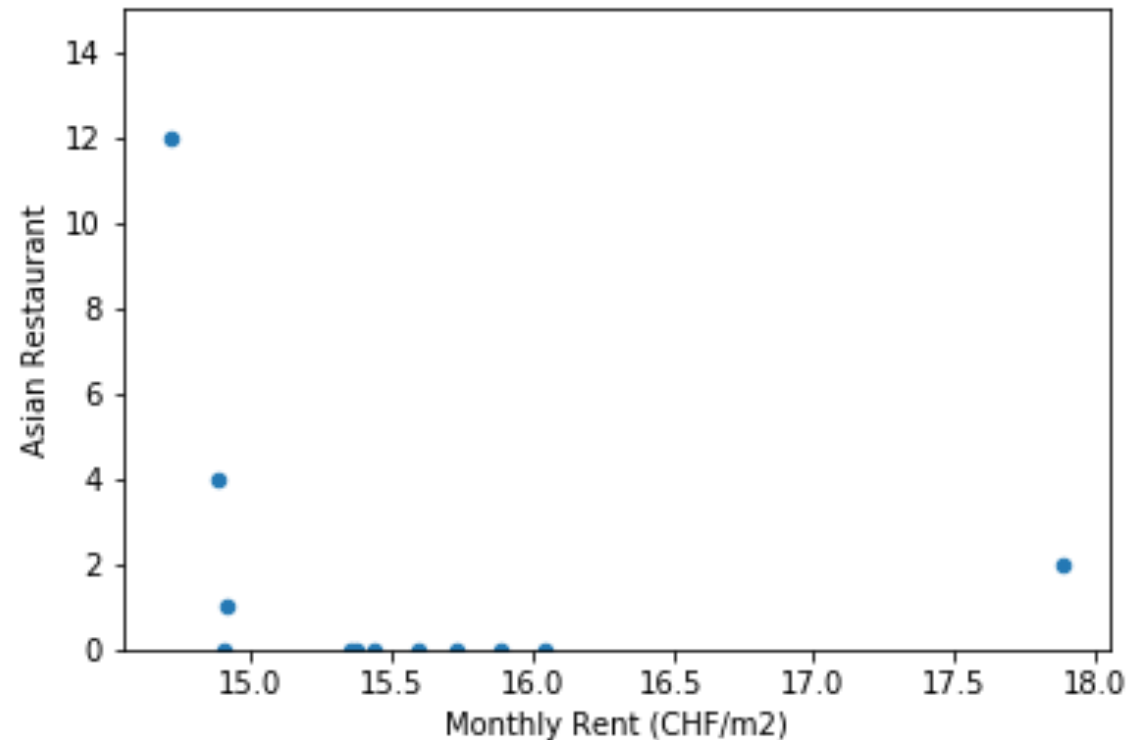
Foreign resident percentage of each Kreis
v.s.
Asian restaurants at each Kreis

Influence of Rent

It is quite reasonable that restaurants open at areas where the rents are lower. Figure shows the same trend. The higher rent there is, the less the Asian restaurants are.

Average monthly rent of each Kreis
v.s.
Asian restaurants at each Kreis

Discussion & Conclusion

- The most suitable place to open a new dumpling and noodle restaurant would be in Kreis 4 where there is some competition, more international culture and lower rent.

- There is still a large room for improvement:
  1. The area of each Kreis is different from each other. Therefore, the accruacy can be enhanced if the radius is alerable.
  2. The data is too few to really see the trend or to make a regression. Maybe it will be better if we use the data of a whole country instead of a city.