

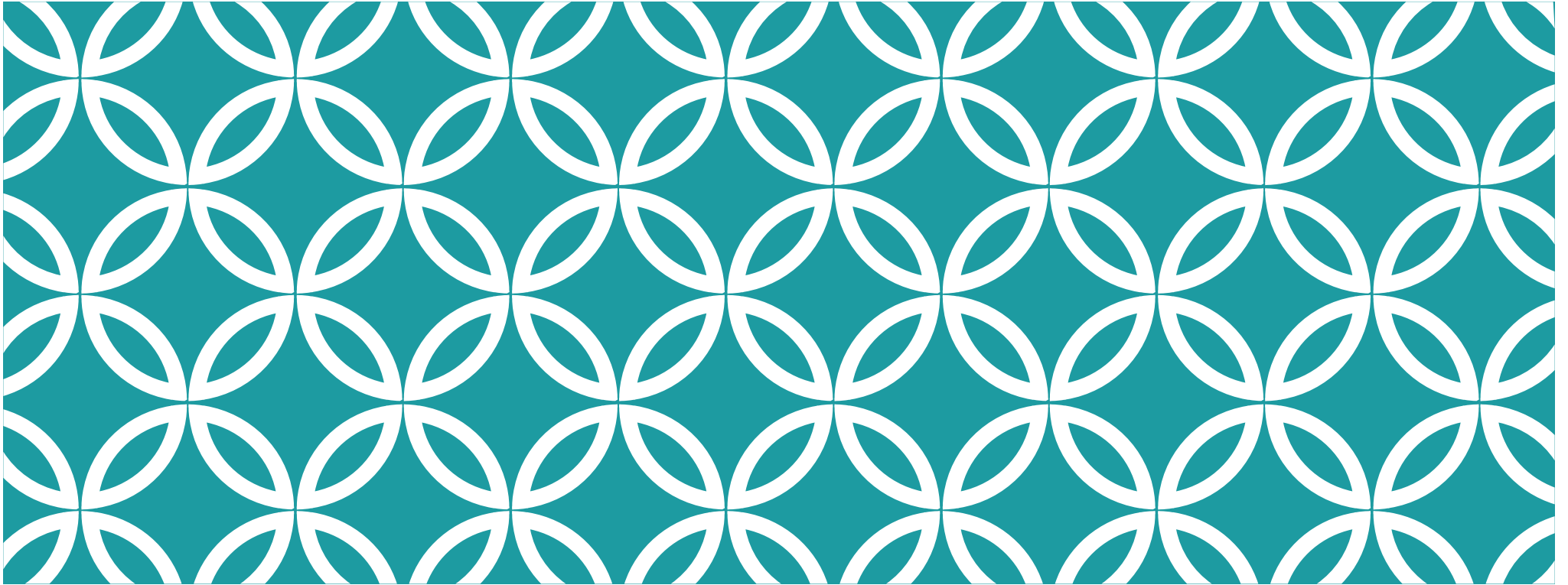
# CAPSTONE PROJECT BATTLE OF THE NEIGHBOURHOODS

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28 July 2021

# BUSINESS PROBLEM

- Find the best underserved spot to open a new restaurant in Shanghai
- Shanghai has many different cuisines
- Business Analysis of data to find potential area's is important





**THE FOURSQUARE API WAS USED FOR  
ANALYSIS**

DATA ACQUISITION

# DATA SCIENCE METHODOLOGY

Data was extracted, cleaned and feature selection was made

The highest rated Restaurant Venue in the City was chosen as a start location

Closest Hotels were chosen via the FourSquare API

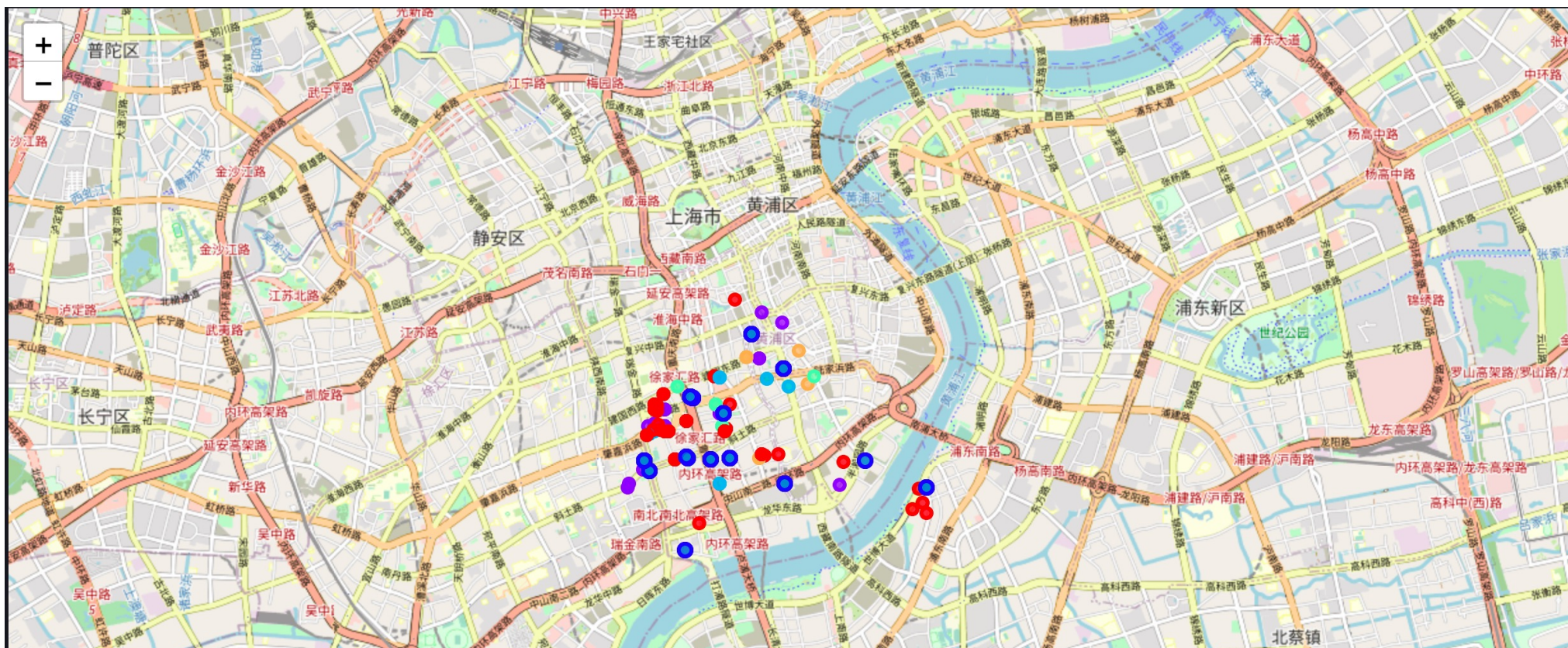
Closest Restaurants to the Hotels were chosen via the FourSquare API

The Restaurants and Hotels were classified using the KMeans ML algorithm

The clustered Restaurants and Hotels were plotted on top of the Shanghai Map area



# MAP OF HOTELS AND RESTAURANT CLUSTERS



# OBSERVATIONS

There are on average 7 restaurants close to each Hotel in the chosen area

The Hotel with the highest number of restaurants surrounding it is the Hanting Seasons Hotel with 16 restaurants within 500m

The Hotel with the least number of restaurants surrounding it is the URSIDE Hotel, with only 2 restaurants nearby – a Chinese Restaurant and a German Restaurant

The 3 most popular restaurants in the vicinity of Hotels are [Chinese, Fast Food, Italian]

The least popular cuisine near hotels included [Korean, Sushi and Yunnan cuisine]

The URSIDE hotel is underserved, and would likely be a good location to open a new fast food restaurant