The Battle of the Neighborhoods - Week 1

Introduction & Business Problem :

Problem Background:
The 2020 Olympics are around the corner. This upcoming olympics will be held in Minato Tokyo at the Tokyo Bay waterfront. Minato region is both the most populous and largest industrialized area in Japan. Minato provides lot of business opportunities. It has attracted many different players into the market. The city is known for its tourism, new media, and traditional media.

This also means that the market is highly competitive. As it is highly developed city so cost of Minato doing business is also one of the highest. Thus, any new business venture or expansion needs to be analysed carefully. The insights derived from analysis will give good understanding of the business environment which help in strategically targeting the market. This will help in reduction of risk and the return on Investment will be reasonable.

Problem Description:
A restaurant is a business which prepares and serves food and drink to customers in return for money, either paid before the meal, after the meal, or with an open account. Minato is notorious for their notorious restaurants such as.

1. **Japanese Restaurants**
2. **Chinese Restaurants**
3. **BBQ Restaurants**
4. **Italian Restaurants**
5. **American Restaurant**

So it is evident that to survive in such competitive market it is very important to strategically plan. Various factors need to be studied in order to decide on the Location such as :

1. **Segmentation of the Neighborhood.**
2. **What is each neighborhood commonly known for?**
3. **What is the percentage of the differents restaurants in each Neighborhood ?**
4. **What kind of cuisines are being served in each neighborhood.**
5. **Which neighborhood is the least competitive in the food market?**

Even Though well funded XYZ Company Ltd. need to choose the correct location to start its first venture. If this is successful they can replicate the same in other locations. First move is very important, thereby choice of location is very important.

Target Audience:
To recommend the correct location, XYZ Company Ltd has appointed me to lead of the Data Science team. The objective is to locate and recommend to the management which neighborhood of Odaiba city will be best choice to start a restaurant. The Management also expects to understand the rationale of the recommendations made.

This would interest anyone who wants to start a new restaurant in Odaiba.

Success Criteria:
The success criteria of the project will be a good recommendation of Neighborhood choice to XYZ Company Ltd based on Lack of such restaurants in that location and nearest suppliers of ingredients.