

## **The Battle of the Neighborhoods - Week 1**

### **Data Section**

#### **1. Segmentation of the Neighborhood.**

**A:** By collecting the postal code, names of the Neighborhood, Latitude, and Longitude of all 33 Neighborhoods in Minato Japan. I can use foursquare to find the different venues in each Neighborhood.

#### **2. What is each Neighborhood commonly known for?**

**A:** By knowing what each Neighborhood brings to the table helps in getting a better understanding of the customer motives in being in that Neighborhood. It also helps in determining the amount foot traffic.

#### **3. What is the percentage of how many restaurants in each Neighborhood ?**

**A:** Knowing the percentage of the amount of restaurants in each Neighborhood can help find with density of the types of food that are popular in those particular Neighborhood. This can also help in finding trends in foods types. This can help in implementing restaurant that serves a combination of the top three popular food types in order to stand out from the competition and convenience. Lastly this can help in finding which Neighborhood is the least competitive in the food restaurant market.