Recommendation of places of open a new restaurant in Canberra

Wenjing Xue

PURPOSE



EASY PROFIT



LOW COMPETITIVE PRESSURE



HIGH INCOME TARGET GROUP

DATA ACQUISITION AND CLEANING

- Source
 - Postcode data
 - Coordinate data
- Cleaning
 - Duplicate data
 - Merge
- Feature selection

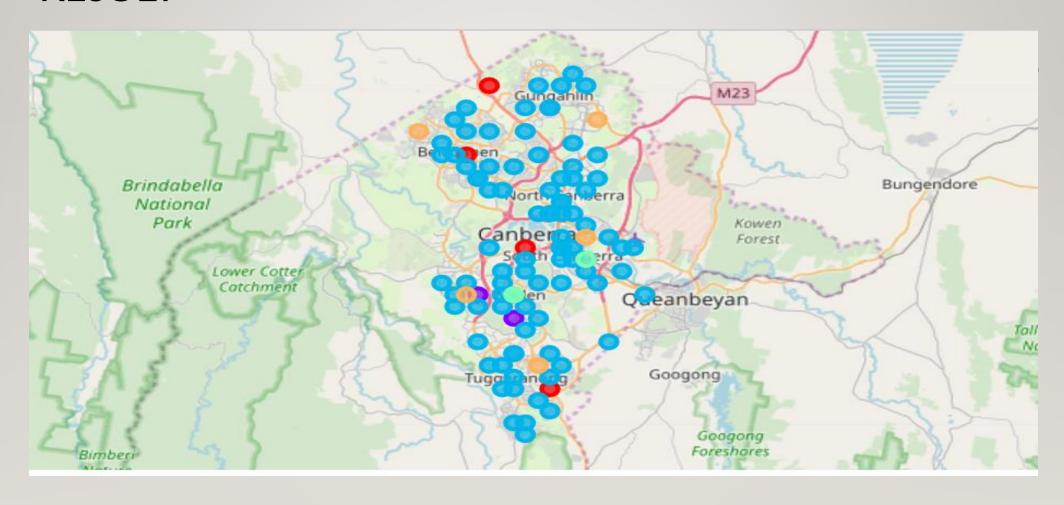
DATA ANALYSIS

- Merge and Map Canberra Suburb
- Group Venues
- Cluster

RESULT

Postcode Latitude Longitude Cluster Common C																								
103	2	100					e Longitu	Clusto	er	1st Mos Commo	st 2nd	d Most	3rd Most Common	4th Most Common	5th Most Common	6th Most Common	7th Most Common	8th Most	9th Most 10	Oth Most Common				
88	2	99	2611	70	2607	-35.	Po	ostcode	Latitude	e Lon	gitude	Cluster Labels			3rd Most Common		5th Most Common		_	8th Most Common	9th Most Common	10th Most Common		
49	2	96	2607	69	2603	-35.	102	2606	-35.3		ostcode	Latitude	Longitude	e Cluster Labels	1st Most Common Venue	2nd Most Common Venue	Common	Common	Common		Common		9th Most Common Venue	10th Most Common Venue
				68	2614	-35.	102	2000	0010	92	2611	-35.35	149.0	5 4	Bar	Australian Restaurant				Food Court		Flower Shop	Flea Market	Fish & Chips Shop
				66	2904	-35.	16	2604	-35.3	90	2600	-35.30	149.1	5 4	Playground	Café	Restaurant	Park	Coffee Shop	Plaza	Farm	Flower Shop	Flea Market	Fish & Chips Shop
				65	2606	-35.	93	2606	-35.3	67	2615	-35.21	149.0	1 4	Pool	Bus Stop	Coffee Shop	Field	Food Truck	Food Court	Food & Drink Shop	Flower Shop	Flea Market	Fish & Chips Shop
										45	2904	-35.41	149.1	1 4	Café	Pharmacy	Shopping Mall	Field	Winery	Fast Food Restaurant	Food & Drink Shop	Flower Shop	Flea Market	Fish & Chips Shop
	1.	-/	1.	1.1	1	1-1-1	/· ./·		1	51	2914	-35.20	149.16	6 4	Soccer Field	Park	Winery	Farm	Food & Drink Shop	Flower Shop		Fish & Chips Shop	Filipino Restaurant	Field

RESULT



RESULT

- Recommend cluster I & 3
- Best opinion cluster I (red dot)

CONCLUSION & FUTURE WORK

- Use more data to evaluate the population
- Give better location recommendation for different restaurant with different cusines