Coursera IBM Data Science Capstone Project : Opening a new Korean Restaurant in Beijing

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Introduction

For this Capstone project, a Korean international student would like to spare his time to develop his own entrepreneurship by opening up a new Korean cuisine. Korean cuisine is popular among students as well as attracting those residences from Korea who are temporarily living in Beijing. Hence, to locate the populations who have the strongest desire for Korean cuisine, we may attempt to find out where could be a good place for his business.

Business Problem

The objective of this capstone project is to find the most suitable location for the entrepreneur to open a new Korean restaurant in Beijing, China. By using data science methods and machine learning methods such as clustering, this project aims to provide solutions to answer the business question: In Beijing, if an entrepreneur wants to open a Korean restaurant, where should they consider opening it?

Target Audience

The entrepreneur who wants to find the location to open authentic Korean restaurant in Beijing.

Method:

To solve this problem, we deploy a very intuitive method that choosing the location where is sufficiently proximate to current Korean restaurants. The gathering of a certain type of cuisine in can convincingly indicate the taste of neighbourhood's residences, vice versa, this neighbourhood may be famous for such gathering of this certain type of cuisine.

Data :

To tackle this problem, I will deploy:
- List of neighbourhoods in Beijing, China
- Latitude and Longitude of these district.
- Venue data related to Asian restaurants, especially for Korean and Japanese cuisines.

Data Acquisition :

- Scrapping of Beijing neighbourhoods and postal codes via Wikipedia
- Getting Latitude and Longitude data of these neighborhoods via Geocoder package
- Using Foursquare API to get venue data related to these neighbourhoods