

# **Identify potential location for a new Family Mart store**

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## **Background and problem**

Family mart is a Japanese convenient store franchise chain. It is planning to expand its franchise to Bangkok, Thailand. However, 7-Eleven is the leader in convenient store in Bangkok.

FamilyMart headquarter would like to find potential locations in Bangkok to open its stores.

The location should have enough customers to generate revenue and profits even though it has to compete against 7-Eleven in the area.

## **Description of the data and how it will be used to solve the problem**

In general data required for the analysis are nearby revenue for clustering neighborhoods in Bangkok to identify potential customers. Number of 7-Eleven stores in the neighborhood would be helpful to detect area that will be less competitive. To obtain the aforementioned information, Bangkok neighborhoods and their location data need to be acquired. Then the dataframe can be used to request nearby venues from Foursquare API and search for 7-Eleven locations in each neighborhood.