Where to start a new café in Bangkok?

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2. Methodology

This study will begin by making assumptions then acquiring needed data and finally analyse the data to get information to support the assumptions.

2.1 Assumptions

There will be 2 main assumptions in this project. Firstly, the assumption is that there is an adequate amount of demand in any neighborhood that has some cafes with high-rated and high number of reviews on Foursquare. Secondly, since the tourists are also potential customers then a good place to start could be somewhere within a walking distance from popular attractions. However, it is reasonable to take into account the number of competitors in the area so the areas that are suitable for opening a new cafe should have the least competition – at least direct competitors.

2.2 Data

The data needed for this analysis can be acquired from Foursquare via Foursquare API. The example of data that is needed could be the number of cafes and attractions in Bangkok and the rating and number of reviews of the cafes and the attractions. If possible, the review and rating that are more than 3 years old will be filtered out from the analysis because the trend could have changed already. For instance, the neighborhood that used be popular in the past might not be as popular in the present. Hence, I will try to use only latest data, in possible.