

Coursera Capstone Project

How to select Location for Ramen Restaurants

Ramen

- "Ramen" with the meaning of "pulled noodles"
- A popular food in Japan



How to choose the location for new Ramen Restaurant

People like eat ramen in convenient places such as train station.

If open a new restaurant near train station

Considering...

- Daily Passengers Number
- Rent Price
- Competition

Top 100 Japan Railway Stations

	Rank	JR_station	NO_Teiki	Teiki	Total	Ratio
0	1	新宿	372,401	416,965	789,366	1.4
1	2	池袋	240,260	326,734	566,994	0.1
2	3	東京	224,973	242,191	467,165	3.2
3	4	横浜	164,975	258,675	423,651	0.8
4	5	品川	163,942	219,499	383,442	1.3
5	6	渋谷	178,045	192,810	370,856	0.1
6	7	新橋	106,621	175,350	281,971	1.6
7	8	大宮	100,395	157,713	258,108	1.2
8	9	秋葉原	134,724	117,543	252,267	0.8
9	10	北千住	59,277	161,626	220,903	1.4

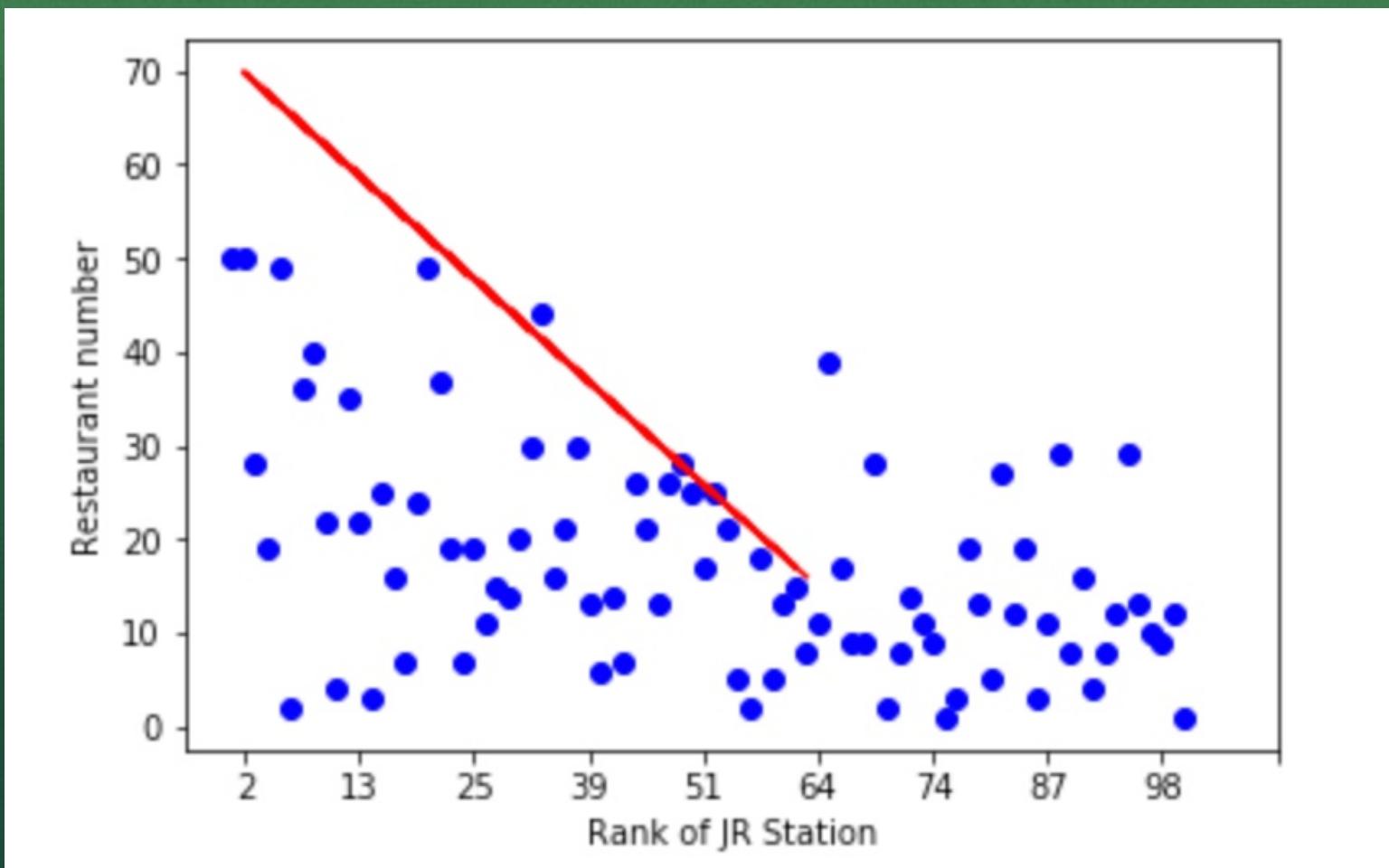
Ramen Restaurants in Shinjuku Station(First 5 shops)

	JR_station	Rank	Total Traffic	Restaurant	Latitude	Longitude
0	新宿	1	789,366	Mansei Menten (万世麺店)	35.692111	139.699587
1	新宿	1	789,366	Umemoto (梅もと)	35.691830	139.699002
2	新宿	1	789,366	老麵処 圓	35.691152	139.698293
3	新宿	1	789,366	Kitakata Ramen Ban Nai (喜多方ラーメン 坂内)	35.692691	139.699560
4	新宿	1	789,366	1/2PPUDO	35.691365	139.701080

Numbers of Ramen Restaurants in top 10 JR Station

Rank	JR_station	Restaurant
1	新宿	50
2	池袋	50
4	横浜	28
5	品川	19
6	渋谷	49
7	新橋	2
8	大宮	36
9	秋葉原	40
10	北千住	22

Linear Regression Analysis



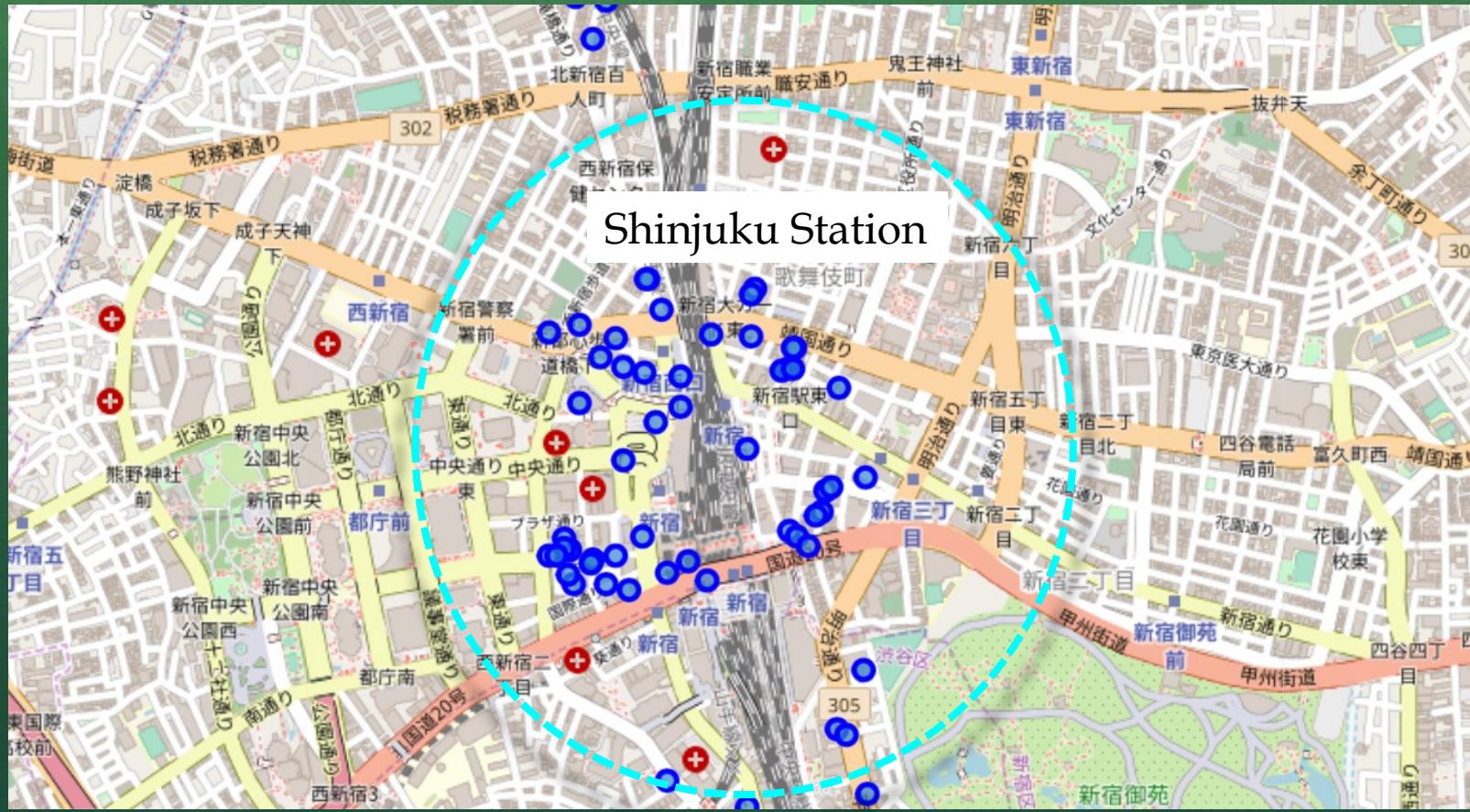
Map of Ramen Restaurants in top 100 JR Stations



Ramen Restaurants in Tokyo Station



Ramen Restaurants in Shinjuku Station



Recommendation

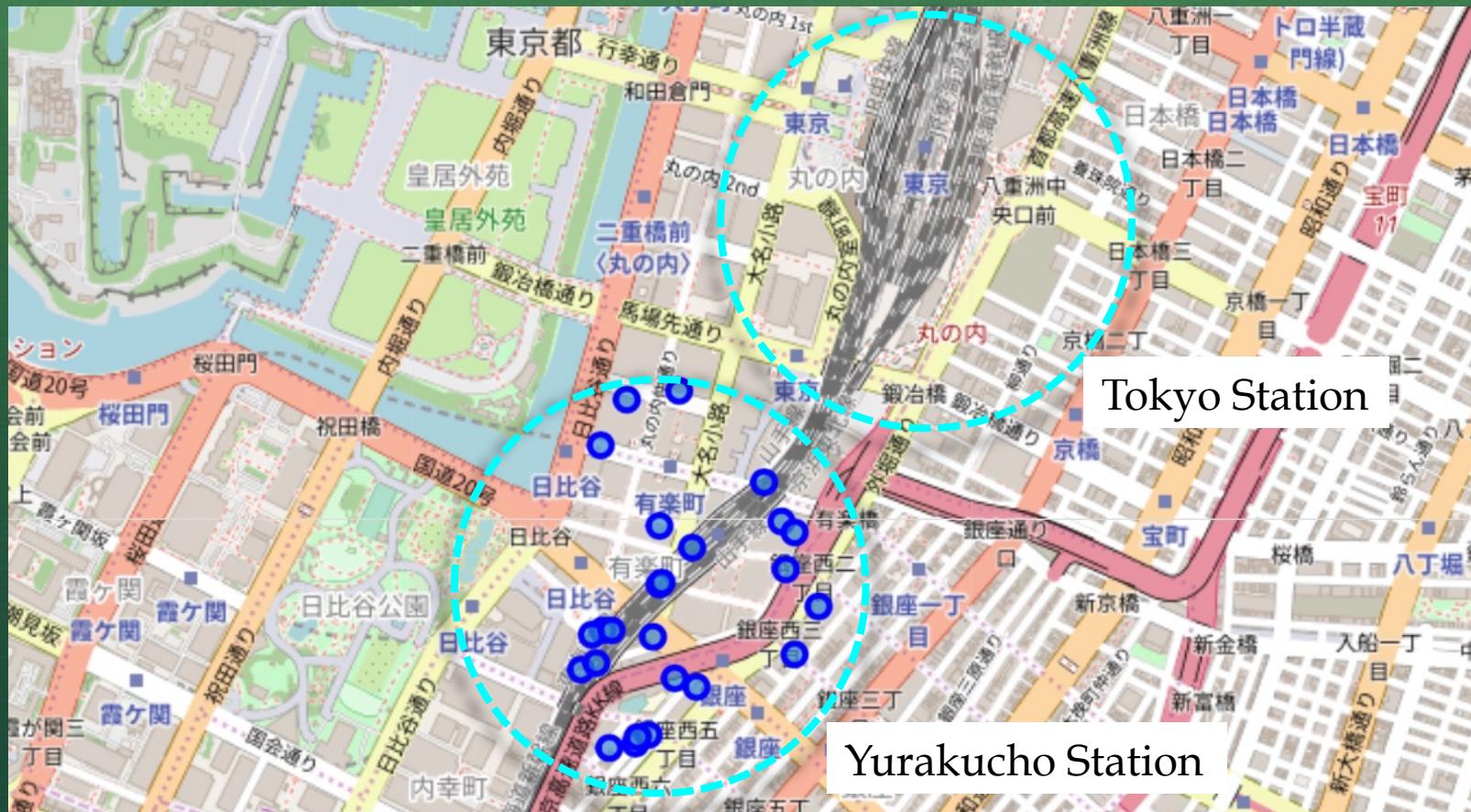
Idea Location for new ramen restaurant

- Top 50 JR Stations
- Number of existing ramen restaurants between 20 and 40
- Passengers' number keeps growing

Recommendation

Rank	JR_station	Passengers(Ticket)	Passengers(Commute Pass)	Total Passengers	Ratio (2018/2017)	Number of Restaurants
2	4 横浜	164,975	258,675	423,651	0.8	28
6	8 大宮	100,395	157,713	258,108	1.2	36
8	7 池袋	59,277	161,626	220,903	1.4	22
	Recomment	81,732	129,954	211,687	0.2	35
11	13 上野	101,428	86,741	188,170	0.3	22
13	16 有楽町	77,800	95,202	173,003	1.8	25
16	20 恵比寿	69,979	77,719	147,699	1.6	24
18	22 吉祥寺	61,068	82,616	143,685	0.3	37

Yurakucho Station Recommend





Thank you so much!