

Restaurants Data Analysis in Kuala Lumpur, Malaysia

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1. Introduction

1.1 Background

Kuala Lumpur is the cultural, financial, and economic centre of Malaysia. It is also the most populous city in Malaysia, with a population density of 6,696 person per square kilometre. It is among the fastest growing metropolitan regions in Southeast Asia, in both population and economic development.

At the same time, Malaysia is a multi-ethnic, multicultural, and multilingual society, and the many ethnic groups in Malaysia maintain separate cultural identities. Kuala Lumpur in particular, its mixed populace includes the country's three major ethnic groups: the Malays, the Chinese and the Indians, together with other indigenous races from around Malaysia. Mixed cultures in such a highly populated area have lead to a great opportunity for stakeholders to try on new businesses with full possibilites.

1.2 Problem

In this project we choose to focus on finding a suitable idea for what kind of restaurant should be opened at desired location. Specifically, this report will be targeted to stakeholders interested in opening a restaurant in Kuala Lumpur, Malaysia.

We will try to detect which geographical area has the majority ethnic group, and meanwhile are not already crowded with restaurants. We would also prefer locations as close to city center as possible.

We will use our data science powers to generate a few most promising neighborhoods based on this criteria. Advantages of each area will then be clearly expressed by maps and information charts so that best possible final location can be chosen by stakeholders.