Identification of Location to open a new Western Café in Kuala Lumpur, Malaysia

Client: Little Noshery, Manhattan

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Problem Statement

- Little Noshery (LN) is a famous café operating in Marble Hill, Manhattan.

- LN would like to open a new branch in Kuala Lumpur

- LN target customer is International community and tourist of Kuala Lumpur

- Additional Request by LN:

The new location in Kuala Lumpur should have similar nearby venues like Marble Hill since LN believes that their profitable business at Marble Hill is due to favorable location.

Proposed Solution

- Explore Marble Hill to understand the what are the nearby venue of their current location.

- Identify locations in Kuala Lumpur that has similar venue categories as Marble Hill.

Data Description

- Use Foursquare location data to identify the top ten venue categories in Marble Hill.

- Identify districts in Kuala Lumpur and use Foursquare location data to identify the top ten venue categories in each district of Kuala Lumpur

Methodology

✓ Obtain Marble Hill location using geopy function

✓ Clean and analyze Marble Hill's Foursquare Location data to find the top venue categories in Marble Hill.

✓ Find the location of districts in Kuala Lumpur

✓ Clean and analyze Foursquare Location data of each district in Kuala Lumpur and determine the top venue categories of each district.

✓ Cluster the districts and finally identify a suitable cluster to open a new Little Noshery branch

Methodology

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✓ Cluster the districts using K-MEANS

✓ Finally identify a suitable cluster for the opening of a new Little Noshery branch

Results

✓ There are 100 venues and 51 unique venue categories in Marble Hill.

✓ Pizza place and Mexican Restaurant are the top two venue

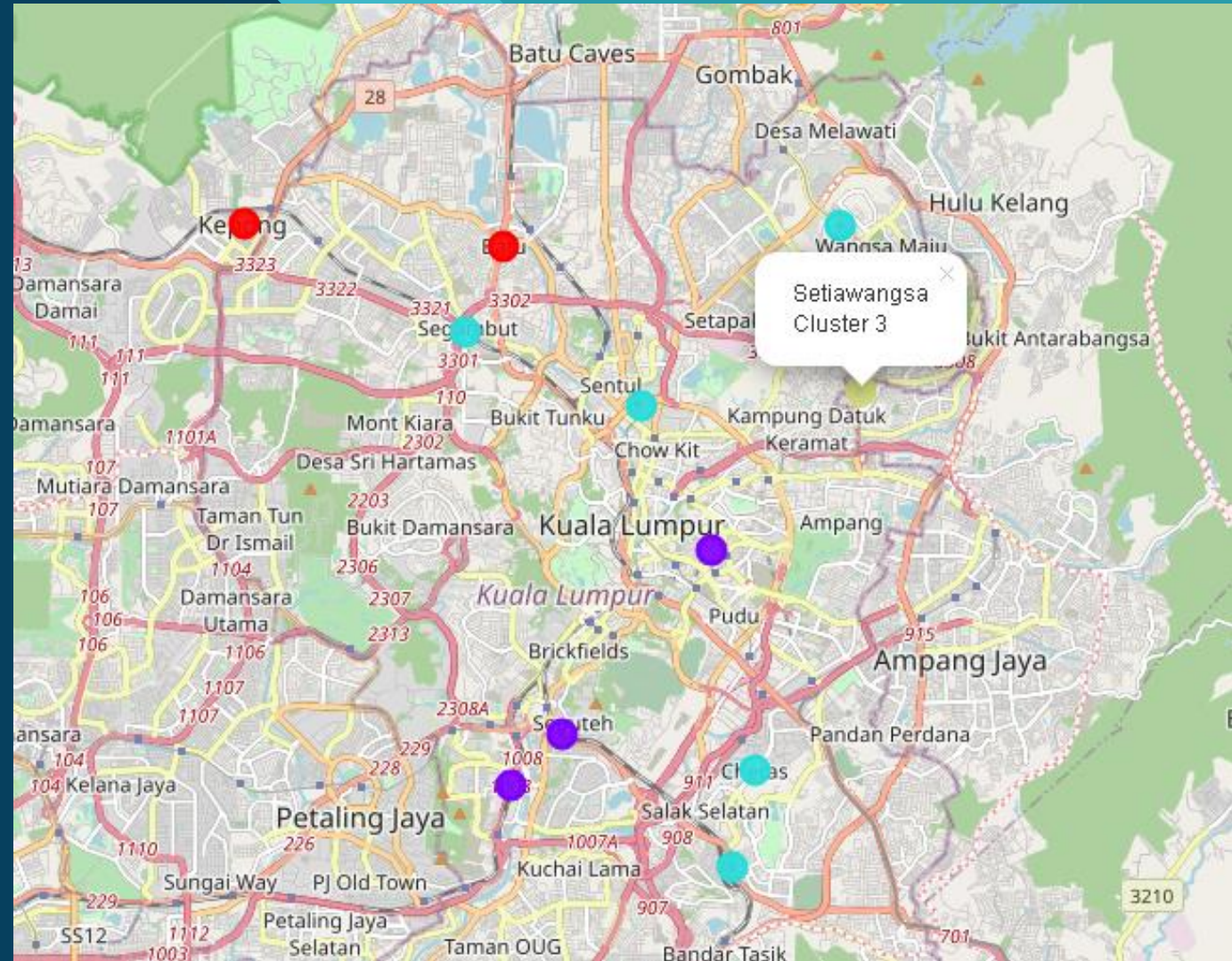✓ Nearby venues dominated by food outlets of western style.

Results

✓ 11 districts in Kuala Lumpur

✓ Total of 1040 venues with 188 different unique venues categories

✓ Tope ten venue categories of each district in Kuala Lumpur

	District	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Most Common Venue	7th Most Common Venue	8th Most Common Venue	9th Most Common Venue	10th Most Common Venue
0	Bandar Tun Razak	Chinese Restaurant	Asian Restaurant	Malay Restaurant	Indian Restaurant	Convenience Store	Gas Station	Café	Thai Restaurant	Fast Food Restaurant	Indonesian Restaurant
1	Batu, Kl	Chinese Restaurant	Asian Restaurant	Malay Restaurant	Seafood Restaurant	Food Truck	Restaurant	Burger Joint	Motorcycle Shop	Sandwich Place	Café
2	Bukit Bintang	Hotel	Café	Clothing Store	Bar	Spa	Japanese Restaurant	Boutique	Coffee Shop	Shopping Mall	Malay Restaurant
3	Cheras	Chinese Restaurant	Malay Restaurant	Asian Restaurant	Indian Restaurant	Convenience Store	Indonesian Restaurant	Pizza Place	Italian Restaurant	Food Truck	Seafood Restaurant
4	Kepong	Chinese Restaurant	Café	Noodle House	Asian Restaurant	Restaurant	Food Truck	Coffee Shop	Fast Food Restaurant	Dessert Shop	Park
5	Lembah Pantai	Japanese Restaurant	Café	Malay Restaurant	Chinese Restaurant	Coffee Shop	Asian Restaurant	Restaurant	Pet Store	Fast Food Restaurant	Convenience Store
6	Segambut	Chinese Restaurant	Korean Restaurant	Malay Restaurant	Convenience Store	Coffee Shop	Asian Restaurant	Japanese Restaurant	Thai Restaurant	Noodle House	Indian Restaurant
7	Seputeh	Japanese Restaurant	Ice Cream Shop	Café	Bakery	Clothing Store	Cosmetics Shop	Chinese Restaurant	Food Court	Department Store	Boutique
8	Setiawangsa	Malay Restaurant	Asian Restaurant	Thai Restaurant	Café	Bakery	Middle Eastern Restaurant	Food Truck	Park	Seafood Restaurant	Fast Food Restaurant
9	Titiwangsa	Malay Restaurant	Chinese Restaurant	Asian Restaurant	Café	Motorcycle Shop	Hotel	Thai Restaurant	Indian Restaurant	Coffee Shop	Clothing Store
10	Wangsa Maju	Chinese Restaurant	Asian Restaurant	Malay Restaurant	Thai Restaurant	Ice Cream Shop	Café	Burger Joint	Coffee Shop	Boutique	Convenience Store

Discussion

✓Cluster 0:
Dominated by Chinese and Asian style food outlets

✓Cluster 1:
Less exposure to Malaysian style cuisine

✓Cluster 2:
Heavy influence by Malaysian style food outlet

✓Cluster 3
Dominated by Muslim and Asian style food outlets

The cluster of districts in Kuala Lumpur (Cluster 0: Red, Cluster 1: Purple and Cluster 2: cyan and Cluster 3: light green)

Conclusion

- ✓ Marble Hill is operating at a venue that that has a western influence
- ✓ Districts in Cluster 1 have more exposure to international communities and tourists
- ✓ Presence of hotels, cafés, coffee shops, shopping malls, and spas suggesting that the districts in this cluster 1 are more likely a tourist hot spot.
- ✓ Hence, districts in Cluster 1 are more suitable for Marble Hill to open their second branch.
- ✓ More analyses are required to identify the best district among the three districts listed in Cluster 1

Thank You