Likelihood of New Restaurant in Tokyo Neigborhood
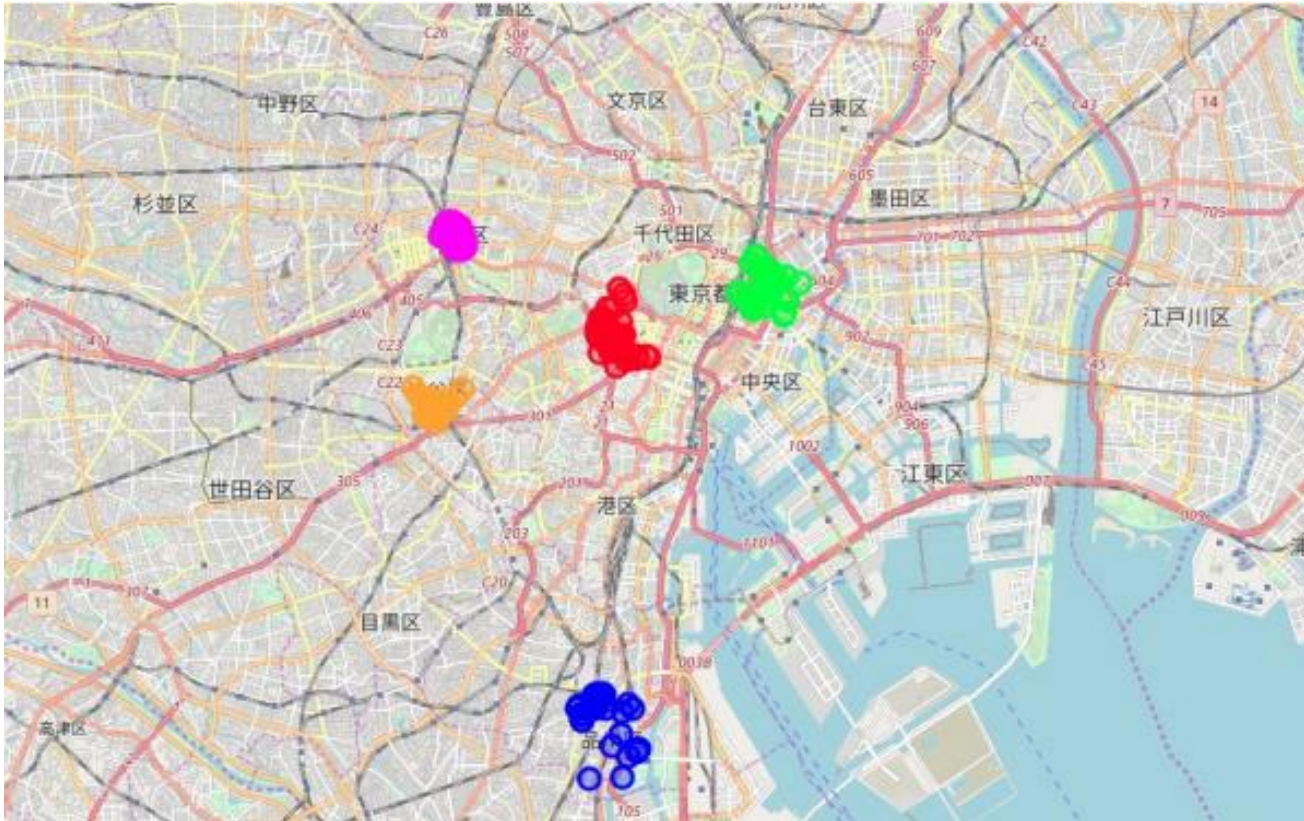
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Background Study

- known as Tokyo Metropolis

- estimated to be over 13.9 million

- Tokyo is made of 23 wards

- 5 most busiest business wards of Tokyo — Chiyoda (千代田区), Chuo (中央区), Shinjuku (新宿区), Shibuya (渋谷区) and Shinagawa (品川区), to target daily office workers.

- benefit the business personnel

Data Preparation

- Beautifulsoup4 and pandas library were used to create the initial data-frame

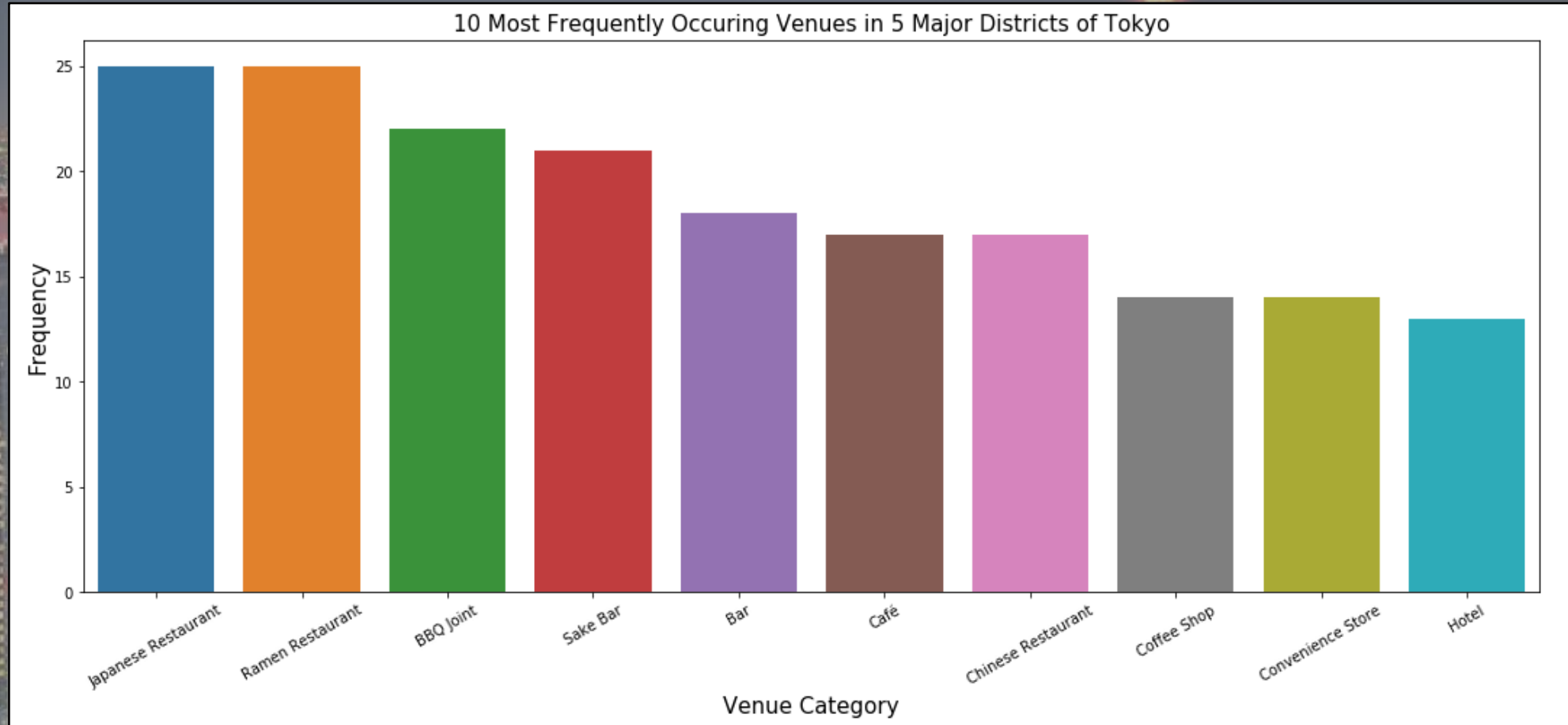- obtain the coordinates using Geopy library

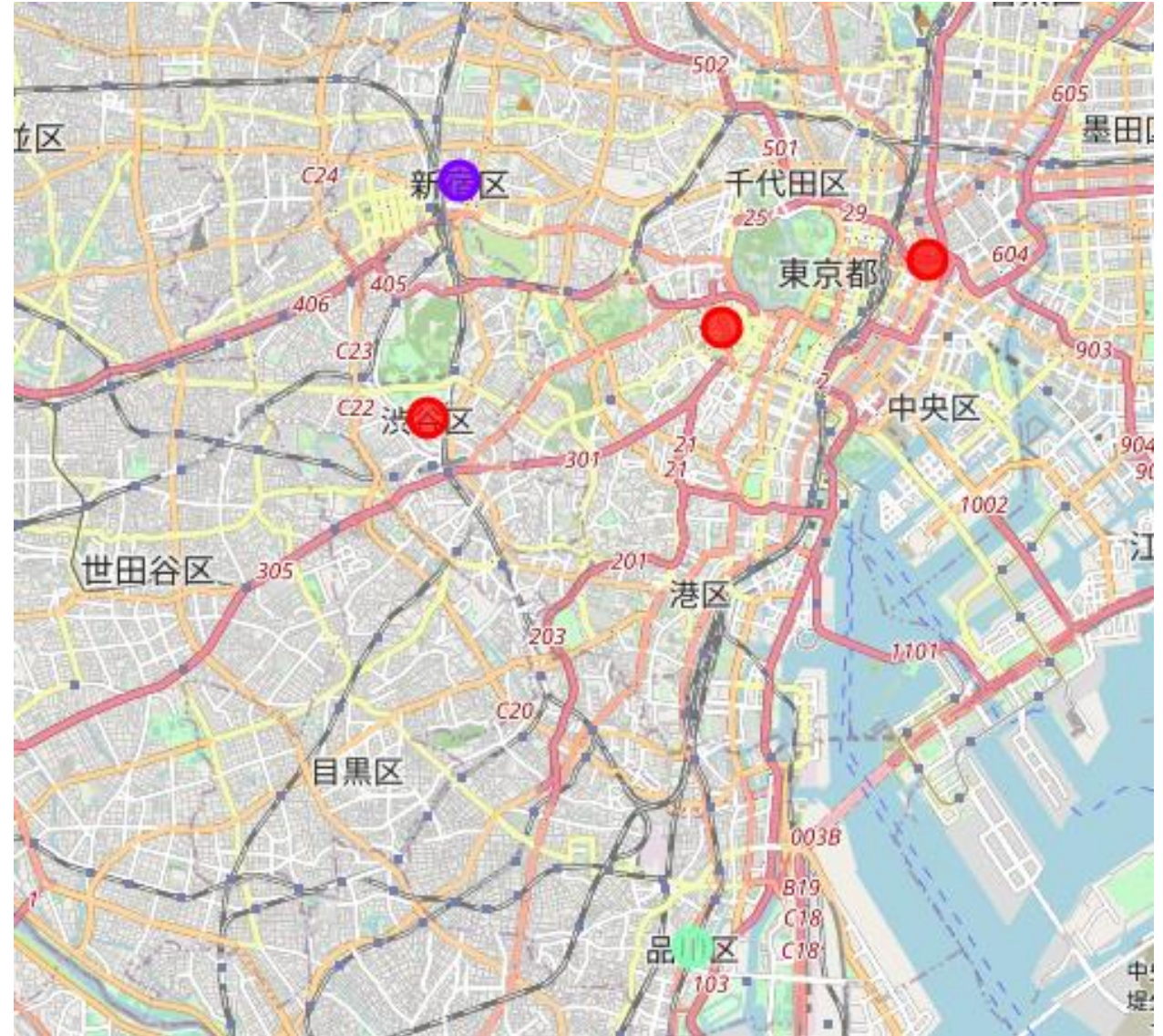|	Ward	Area_SqKm	Population	Major_District	Dist_Latitude	Dist_Longitude
1	Chiyoda	5100	59441	Nagatacho	35.675618	139.743469
2	Chuo	14460	147620	Nihonbashi	35.684068	139.774503
3	Minato	12180	248071	Odaiba	35.619050	139.779364
4	Shinjuku	18620	339211	Shinjuku	35.693763	139.703632
5	Bunkyō	19790	223389	Hongo	35.175376	137.013476
6	Taitō	19830	200486	Ueno	35.711759	139.777645
7	Sumida	18910	260358	Kinshicho	35.696312	139.815043
8	Koto	12510	502579	Kiba	35.672200	139.806100
9	Shinagawa	17180	392492	Shinagawa	35.599252	139.738910
10	Meguro	19110	280283	Meguro	35.621250	139.688014
11	Ota	11910	722608	Omori	35.588473	139.727933
12	Setagaya	15690	910868	Setagaya	35.646096	139.656270
13	Shibuya	15080	227850	Shibuya	35.664596	139.698711
14	Nakano	21350	332902	Nakano	35.718123	139.664468
15	Suginami	16750	570483	Koenji	35.704942	139.649909
16	Toshima	22650	294673	Ikebukuro	35.729799	139.710242
17	Kita	16740	345063	Akabane	35.778139	139.720800
18	Arakawa	21030	213648	Arakawa	35.737529	139.781310
19	Itabashi	17670	569225	Itabashi	35.774143	139.681209
20	Nerima	15120	726748	Nerima	35.748360	139.638735
21	Adachi	12660	674067	Ayase	35.446047	139.430823
22	Katsushika	12850	447140	Tateishi	33.481791	131.478154
23	Edogawa	13750	685899	Kasai	35.663400	139.873100

Foursquare

- Nihonbashi - green
- Nagatacho - red
- Shibuya - orange
- Shinjuku - mangenta
- Shinagawa - blue

Most Common Venue in Tokyo

10 Most Frequently Occuring Venues in 5 Major Districts of Tokyo

Cluster k-means

- Shinjuku are dominated by pubs, bars, and ramen restaurant falls under the purple cluster.

- Nagatacho, Nihonbashi and Shibuya dominated by Japanese restaurant and cafe falls under red cluster.

- Shinagawa stands alone in green cluster.

Result and Discussion

- Shinagawa area will provide least competition

- a target for starting quality restaurants

- Shinagawa being a port region, could all play a major role and thus, this analysis is definitely far from being conclusory

Conclusion

- Tokyo is known as one of the busiest city in the world

- The place like Shinagawa has least competition compared to others.

- Shinagawa is the best place to build a restaurant for a start-up.

Thank You