Restaurant Markets in Southern China

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Introduction

▶ We analyzed all the major cities of Southern China for the venues that they offer

▶ We examined which cities have high populations with low density of restuarants

▶ We believe these cities offer ideal market need for restaurants

Data

▶ The Foursquare API was used to find venues in each city

▶ The list of cities in China was cleaned and prepared from https://simplemaps.com/data/world-cities dataset of cities in the world.

Methodology

1. We obtain the data from https://simplemaps.com/data/world-cities and clean the dataset. We prepare the data, so that it will be most useful to us.
2. We search for venues for each of the cities listed in the dataset.
3. We analyze the venue data based on the category of each venue.
4. We find the cities with the fewest restaurants and order them by population in descending order.
5. We cluster the cities using a k means algorithm where the proportion of each venue category in the city as a feature.

Results

▶ The cities most in need of restaurants are Jianguang, Lianyuan, Zhongxiang, Daye, Leping, Macheng, Miluo Chengguanzhen, Guixi, Fu'an, and Dangyang.

Discussion

▶ Based on these results we see have ten cities with high populations that have low densities of restaurants. These are cities in which a restaurant would thrive. Upon opening restuarants, it will greatly benefit them to register with companies that provide location based APIs for venue searching including Foursquare and Google Places.

Discussion

▶ For each of those cities, we found that the most common venues were housing developments, hotels, assisted living, government buildings, traing stations, bus stations, high schools, historic sites, clothing stores, hospitals, history museums, colleges, factories, general entertainment, parks, karaoke bars, clothing stores, hotels, museums, comedy clubs, historic sites, and soccer stadiums. These attract people which could be customers at a restaurant.

Conclusion

► The following cities would support either single restaurants or restaurant franchises: Jianguang, Lianyuan, Zhongxiang, Day, Leping, Macheng, Miluo Chengguanzhen, Guixi, Fu'an, and Dangyang.