



THE BATTLE OF NEIGHBORHOODS

Segmenting Sydney



INTRODUCTION

Black Hide Steakhouse is the finest steakhouse in Brisbane. They serve the best meat into perfection, especially wagyu and angus steak cuts.

They wish to establish a second steakhouse in Sydney targeting tourist as primary customers. They asked us to study different places in Sydney that is crowded with tourist and their hotspots.



DATA


Data is collected from multiple sources:

- Wikipedia and Corra for Sydney neighborhood information and postcode list.
- Foursquare provides the informations of places in each postcode.

RESULTS

There are five clusters as a result of the segmentation.

- Cluster 1: It is a big cluster that made up of cafes, Japanese restaurant, grocery shopping and shopping mall. This region is more likely a residential area which does not locate tourists' hotspots. Thus, the region is not suitable to open a steakhouse
- Cluster 2: This cluster consists of Middle Eastern restaurant, Thai restaurant, supermarket and Climbing gym. There is no interesting places for tourist hence it is not suitable

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- Cluster 3: This cluster is made up variety of places such as airport, restaurants, hotels, cafes, market and pub. This region is located in the middle of the city where tourists converge. The region would be the best places to open a new restaurant **(the best finding)**
 - Cluster 4 & 5: small cluster where restaurants and common places which is more likely to place a residential area. Not suitable for the steakhouse.



CONCLUSION

- Data are gathered and process using strong methodology.
- The best region to establish the steakhouse is achieved.