

The battle of neighborhood

Business Problem

Introduction – Bangkok

- Bangkok is the capital of Thailand
- It has a growing population of more than 8 millions people
- Its number of visitors is over 22 millions people and constantly growing
- Its food offer is limitless

Introduction – How it starts

- An Italian entrepreneur wants to open an Italian restaurant in the city of Bangkok
- She has read of the great success of Pala Pizza Romana, a pizza place opened in 2011 in the district of Watthana, at the direct exit of the Asok BTS Skytrain station
- She wants to offer pizza (whole and in quarters), gelato (the Italian ice-cream) and espresso (the Italian short coffee), plus other specialties that the market will suggest

Introduction – BTS

- The Bangkok mass Transit System (BTS) is an elevated rapid transit system (cit. Wikipedia), consisting of 2 lines:
 - [Sukhumvit Line](#)
 - [Silom Line](#)
- Bangkok is a capital with more than 10 million people and, as many Asian metropolises, is often congested with traffic
- Using the car there is often impossible and the only alternative to bikes is BTS (and its old underground version: MRT)
- Asok is a stop of the Sukhumvit Line

Introduction – The Challenge

- The entrepreneur has previously selected four BTS stops, to open her restaurant:
 - Ari (Sukhumvit Line)
 - Ekkamai (Sukhumvit Line)
 - Thong Lo (Sukhumvit Line)
 - Surasak (Silom Line)
- They bring to 4 neighborhoods, trendy and full of expats
- She found two available spots in Ari and Thong Lo
- She wants to choose between these two spots, that have prices comparable (Thong Lo is more expensive but smaller)
- She asks us to analyze the competition in the two areas

Introduction – The questions

- We need to look for existing restaurant and spots in a 500 mts radius from the BTS stop
- The questions we are requested to answer are:
 - How many pizza places are actually there, with Italian-like names?
 - How many ice-cream shops are there, serving gelato?
 - How many coffee shops are there, serving espresso?

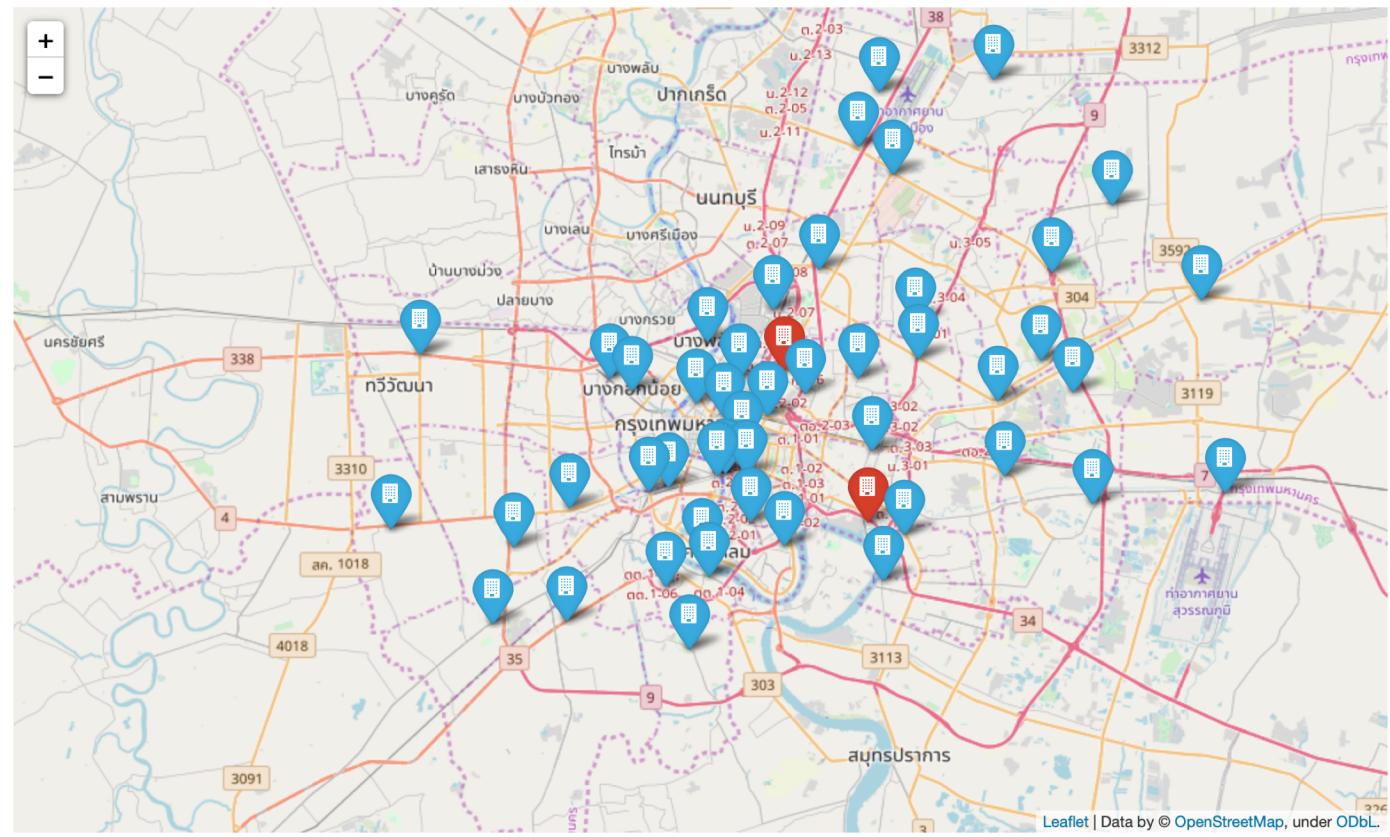
Data

- We'll use the Foursquare API to get venues and their location
- We'll look at their rating to exclude places that have a rating behind 6/10
- The number of likes is another parameter we'll consider, and the price, to exclude places that are considered 'cheap'
- We'll scrape TripAdvisor to scrape the reviews of the best potential competitors of our place, creating a WordCloud
- We'll use the Folium library to show the location of the existing places

Methodology

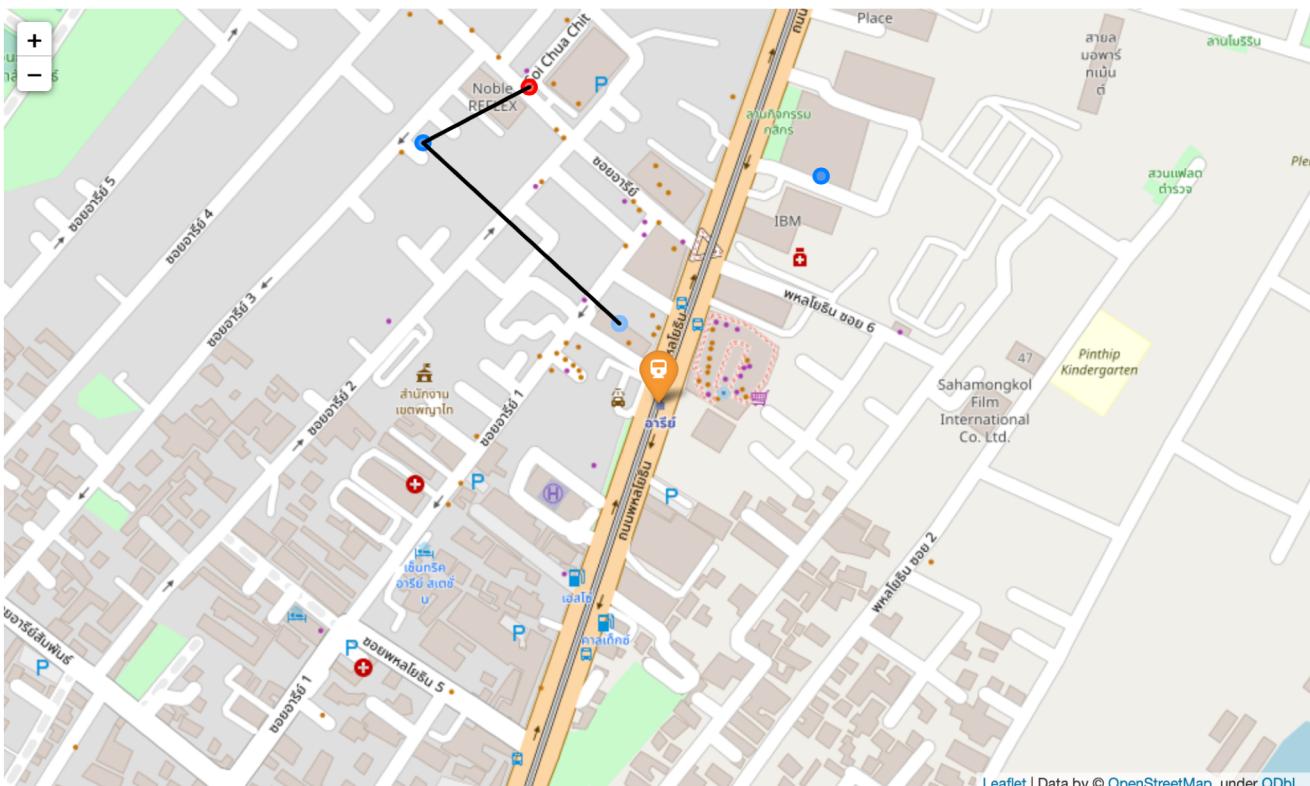
- Regarding **pizza**: there is a category in Foursquare – Pizza Place:
 - We'll select every pizza place and then take only the one with Italian-like names
- Regarding **gelato**: the category to start from is Ice-Cream Shop:
 - We will consider only places with the word 'gelato' in their name.
- Regarding **espresso**: the category is Coffee Shop:
 - We will consider only places with the word 'espresso' in their name.

Map of Bangkok Districts – to show our areas



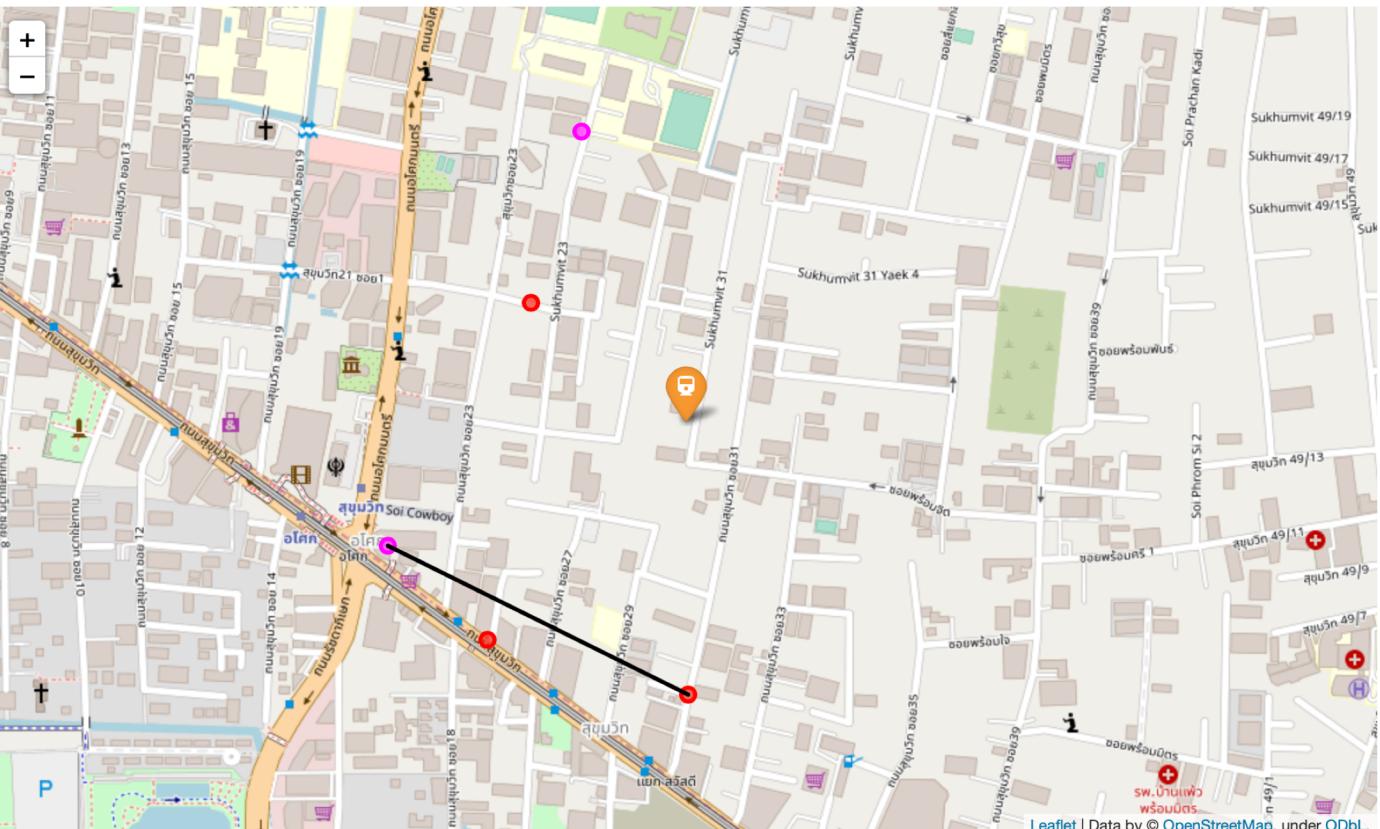
Ari BTS Stop

	id	name	lat	lng	address	price	likes	rating
0	4b4dc2e9f964a52011d726e3	Basilico (บาริสิลิโก)	13.782073	100.543564	34 Phahon Yothin 7	Expensive	27	7.1
0	507677d6e4b051090624fd42	Gelato Villa Aree	13.781373	100.545925	La Villa Aree	Moderate	0	no rating
1	55ea7d5c498ee151a6e81ab9	D'Viva Gelato (เดอะ-วีวา เจลา โต้)	13.781635	100.542700	ช.อารีย์ 3	Moderate	3	no rating
0	4f2cf81ce4b006ef98a049e3	The Espresso Bar (ดี เอสเพรสโซ่ บาร์)	13.783804	100.543540	19/3 Soi Ari 4 (Nua)	Cheap	3	no rating
1	503c5a41e4b0f8bcbe90eb6c	Bangkok Espresso Bar	13.780212	100.544292	Phahon Yothin Rd	Cheap	23	7.4



Thong Lo BTS Stop

			id	name	lat	lng	address	price	likes	rating
0	5ba9148407190200250e8805			BLEND BISTRO & WINE BAR	13.740156	100.563934	No84. Sukhumvit road soi 23	Expensive	1	no rating
1	4b6c0a76f964a520ee202ce3	Pizzeria Bella Napoli	(พิซเซอเรีย เมลล่า นาโนลี)		13.734332	100.566335	3/1 Sukhumvit 31	Expensive	99	7.8
2	4c299495fb5d13a51669b57			Pizzeria da LUIGI	13.735160	100.563264	2/A2-A4 Sukhumvit 25	Expensive	10	6.6
			id	name	lat	lng	address	price	likes	rating
0	55057430498e3c2e1746c180	Gelato 44°C	13.742689	100.564702			Srinakharinwirot University	Moderate	3	no rating
1	5835cc9545005e0b8d83652b	Holey Gelato	13.736545	100.561742	9/1 Sukhumvit Rd, Khwaeng Khlong Toei Nuea		Moderate	3	no rating	



TripAdvisor Reviews

	restaurant_name	review_body	review_title
0	Bella Napoli	A veteran Italian restaurant. Fresh and good q...	Great pasta and pizza
1	Bella Napoli	Harassed me with phone calls. Order was also m...	Charged more..
2	Bella Napoli	Pizza is prepared with thin, crispy dough with...	Excellent Pizzas, delicious pasta and salad
3	Bella Napoli	Very nice pizza and a great size. Service was ...	Very nice Pizza
4	Bella Napoli	For what this restaurant sets out to do, it d...	Good, unpretentious Italian food in pleasant ...



Conclusions

- In summary, Ari offers gelato and espresso and a Pizza Place that, with a rating of 7.1/10, has only 6 reviews.
- *Pizzeria Bella Napoli*, close to the Thong Lo BTS Stop, has a higher rating of 7.8/10, 472 reviews, with two of them directly talking of coffee, that in an Italian restaurant probably means 'espresso'. The area offers other two pizza places, one of them with an Italian name (Pizzeria Da Luigi).
- After analysing these reviews, we might think that actually the Ari BTS stop could be a good choice as well.
- In both areas, for different reasons, the competition doesn't look invincible:
 - Ari: The best and close pizza place, *Basilico*, has less reviews and a lower rating, but closer to the BTS stop.
 - Thong Lo: *Pizzeria Bella Napoli* is appreciated, but it's not so close. There are two other pizza places.
- Both of these places don't offer slices of pizza.
- I would still suggest **Thong Lo**, cause the competition is not too close, but just if we can open a place really close to the BTS Stop.