The battle of neighborhood

Business Problem

Bangkok

- Bankok 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

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

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

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

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?

The rules

- We are gonna use the Foursquare API to look for restaurants and shops

- We'll look at their rating to exclude places that have a rate 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 use the Folium library to show the location of the existing places

The rules

- 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.

The data

- We are going to use the Foursquare API to access to their data regarding venues a and location

- We will also access to ratings, prices and number of likes to expand our knowledge of the potential competition

- After we'll select the area, we will take a look at the reviews for the best Pizza Place, in 500 mts radius from the BTS stop

- The free Foursquare API returns 2 tips for venue at the most, so we'll scrape Tripadvisor, in order to do so