

# Coursera Data Science Capstone IBM Professional Data Science Course

## OPENING A RESTAURANT IN HO CHI MINH CITY



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## **Introduction**

I have always wanted to have a restaurant of my own because I love cuisine. However, we must have a strategy prior to doing everything, including opening a restaurant. Ho Chi Minh City is a huge urban area with a population of more than 10 millions. Therefore, the opportunity is also significant. However, the key to be successful in every business is the location. As a result, this report is conducted in order to help me to make a location decision in a data driven approach instead of randomly picking the location.

## **Business Problem**

The purpose of this report is to help me minimize risks caused by location malpicking, such as high competitiveness from other restaurants and lack of customers. Therefore, the question needs to be answered : Which Area is the best place to open a restaurant in Ho Chi Minh City.

## **Target Audience**

Since this report is made in order to help me make my decision for my restaurant, I am the one that this report aims to. However, it can also be used as a reference for those interested in opening a restaurant in HCMC, or maybe for my co-owners, or investors.

## Methodology

In order to make this report , I retrieved the data from Wikipedia : District of Ho Chi Minh city to get the name of 24 districts.

[https://en.wikipedia.org/wiki/Category:Districts\\_of\\_Ho\\_Chi\\_Minh\\_City](https://en.wikipedia.org/wiki/Category:Districts_of_Ho_Chi_Minh_City).

After that, I will use the Python request and get the Geographical coordinates of each district from Python Geocoder. Then, I will use FourSquare API to explore the venues in these districts. Lastly, I will focus on these Districts based on their number of restaurants to clarify which district has an acceptable degree of competitiveness for my restaurant. The details will be given in the final report.