# **Business Problem**

Indonesian food is probably the tastiest invisible food in the world. It has been ranked highly by those who tried it, including recently by CNN, but many still do not know about it. It is not common to see Indonesian restaurant, much less than Thai or Japanese in many big cities around the world outside Indonesia. I suspect the same case is true for Toronto. Therefore, my hypotheses is that, if we develop the business of creating Indonesian restaurant there in the right way, it will be a big one.

One of the biggest problems in creating restaurant is finding the right location. Where should we open our Indonesian restaurant? First, we need to find a place where there is sizable traffic, marked by the numbers of public areas, office, and other gathering places in the neighborhood. Second, we might want to avoid area where there is already Indonesian restaurant (if any) or to some extent Asian restaurant.

In this project, I will try to solve the problem above through data science which have been taught in this specialization. Hopefully this will bring benefit to anyone, especially entrepreneurs, who are interested in opening Indonesian restaurant business.

# **Data**

I am using below data to solve the problem above:

* List of neighborhoods in Toronto - from Wikipedia
* Neighborhoods latitude and longitude - from geocoder package
* Venue data related to public areas so that we know which areas are dense and which areas are not (we will look at number of public areas in each of the neighborhood and type of public areas there) - from Foursquare API
* Venue data related to Indonesian restaurant and Asian restaurant so that we can open the restaurant in places where there are few or less similar restaurants nearby - from Foursquare API