

Introducing authentic

Chinese Food



Scenario and Background

A Chinese couple intend to make a partnership agreement with Chinese restaurant owner of Dhaka, the capital of Bangladesh as they observed that Chinese food is not being properly introduced in Bangladesh and people are missing the authentic taste of Chinese food.

Problem to be resolved

Using relevant data with explanation, find a location/neighborhood populated with maximum number of people compared to other locations in the Dhaka city and a restaurant located nearby any residential complex situated in that neighborhood.

Restaurant with overall good customer ratings will be considered for partnership agreement.

Interested Audience

Interested investors can capture a preliminary scenario that will play a key role for planning an investment in international market.



Data acquisition & analysis

Searched the below link in Google

<https://www.citypopulation.de/php/bangladesh-admin.php?adm1id=26> that provides the info about Dhaka city population and in addition, also found a link in Wikipedia https://en.wikipedia.org/wiki/Mohammadpur_Thana that cited a residential complex (largest apartment blocks) located in that highest populated neighborhood in city.

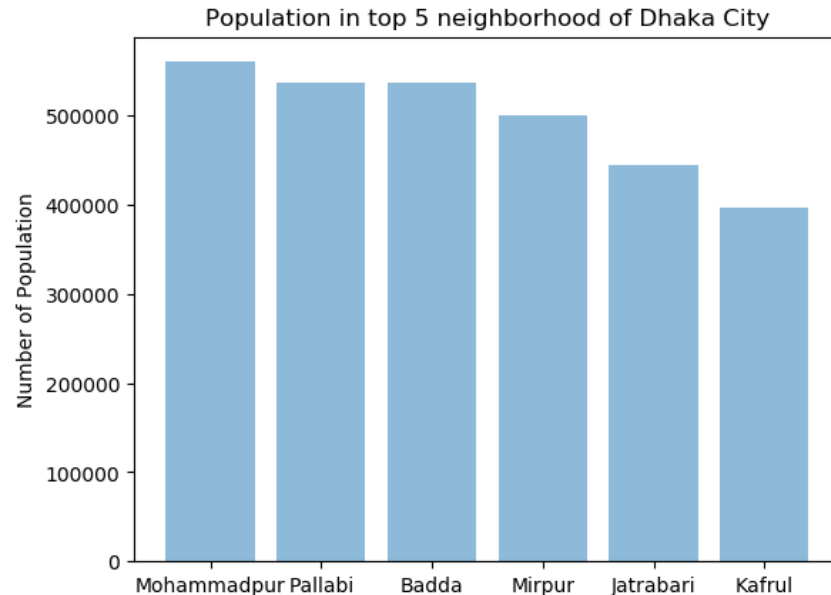
Excel file has been created with applicable data for analysis as the link was not friendly for downloading necessary data.



Data acquisition & analysis...continued

Importing the data from excel file (Census Data_Population of Dhaka City), we got the below table. The table shows the highest populated neighborhood is **Mohammadpur**.

	Area	District	2011
0	Mohammadpur	City District (Thana)	559832
1	Pallabi	City District (Thana)	536835
2	Badda	City District (Thana)	536621
3	Mirpur	City District (Thana)	500373
4	Jatrabari	City District (Thana)	443601
5	Kafrul	City District (Thana)	396182
6	Sabujbagh	City District (Thana)	376421
7	Kadamtali	City District (Thana)	370895
8	Lalbagh	City District (Thana)	369933
9	Khilgaon	City District (Thana)	327717



Data acquisition & analysis...continued

From wiki page (https://en.wikipedia.org/wiki/Mohammadpur_Thana) we identified a complex named **Japan Garden City** is the largest residential complex in that neighborhood.

By defining Foursquare Credentials & Version and converting the Japan Garden City's address, we found latitude and longitude coordinates and also found a list of Chinese restaurant that are within 1000 metres from the Japan Garden City residential complex.

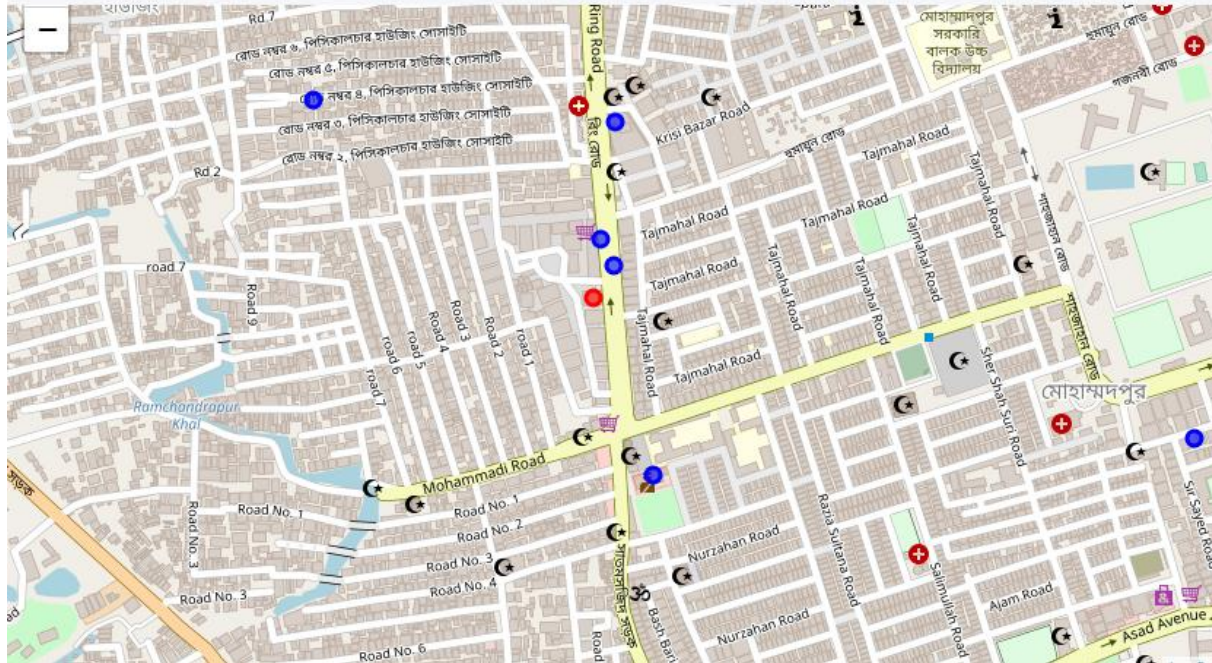
23.7641944 90.3585130434465

```
0      City Park Chinese And Thai Restaurant
1      H King Palace Chinese & Thai Restaurant
2      City Park Restaurant
3      Ruchita Restaurant
4      mohammadi restaurant
5      Chayanir Kabab & Restaurant
6      Lobster Restaurant
7      Sultan Lounge & Restaurant
8      Al-Mahbub Restaurant
9      Al-Amin Hotel & Restaurant
10     Prince Restaurant
11     W Fine Dine Restaurant
12     Anita Restaurant
Name: name, dtype: object
```



Data acquisition & analysis...continued

The Map indicates **red dot is the Japan Garden City** and **blue dots are Chinese restaurants**.



Data acquisition & analysis...continued

Finding restaurant with highest ratings by taking the list of all nearby restaurants one by one.

```
: try:
    print(result['response']['venue']['rating'])
except:
    print('This venue has not been rated yet.')
```

This venue has not been rated yet.

```
: venue_id = '52ff6178498ed7e21bc0b325' # ID of City Park Chinese And Thai Restaurant
url = 'https://api.foursquare.com/v2/venues/{}?client_id={}&client_secret={}&v={}'.format(venue_id, CLIENT_ID, CLIENT_SECRET, VERSION)

result = requests.get(url).json()
try:
    print(result['response']['venue']['rating'])
except:
    print('This venue has not been rated yet.')
```

This venue has not been rated yet.

Found three venues have no ratings and we presumed rest of the venues will fall under same condition. This situation occurred due to poor online presence of the venue.



Result & discussion

- Recommend Chinese client to move ahead with current findings.
- Establish direct communication with the closest Chinese restaurant.
- Chinese client can highlighted this issue as improvement area for restaurant owner and take advantage of their weak point at the time of business negotiation.

Conclusion

- Make partnership agreement with the closest Chinese restaurant named 'City Park Chinese and Thai Restaurant' that is located at the largest residential complex 'Japan Garden City' in the neighborhood named Mohammadpur, the highest populated area of Dhaka.
- Due to poor online presence of the restaurant, Client can propose some improvement initiatives at restaurant side for the betterment of both the parties.

