THE BATTLE OF NEIGHBORHOODS

Jakarta Selatan choice of fast food restaurant placement for FOODINC

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INTRODUCTION

Jakarta is the most developed and populated area with higher salary income in Indonesia, it has lots of place to offers for businesses to grow to a higher scale and level and variety of market. However, it has a lots of competitor and therefore needs to be reviewed on where companies should put their location with a lot of consideration so they can be south.

PROBLEM

FOODINC needs to know where they should put their restaurant at in parts of Jakarta Selatan (they already have branch in other cities). With limited budget at risk, they want to know where is the best place for them with the smallest risk possible.

weve been conducting a focus group discussion whether what kind of possible indicator might be needed and which place is the best to be recommended to their CEO

The criteria for the management to consider is its demand and population of neighborhoods.

DATA

Scraping data through websites (available on data reports and github)

Structure

	Kode Pos	Kecamatan	Kelurahan	Latitude	Longitude
0	12430	Cilandak	Cilandak Barat	-6.290266	106.796215
1	12410	Cilandak	Cipete Selatan	-6.272540	106.805768
2	12420	Cilandak	Gandaria Selatan	-6.271562	106.795172
3	12440	Cilandak	Lebak Bulus	-6.302568	106.780354
4	12450	Cilandak	Pondok Labu	-6.309144	106.797938

METHODOLOGY

Data scraping (beautiful soup), third party table grabber

Kmeans Clustering

Foursquare API

RESULT

Clustered Neighborhood based on their similiarities and features given

Top common Venue

Clusters based on population

	Borough	Cluster Labels	Man Population	Woman Population	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Most Common Venue	7th Most Common Venue	8th Most Common Venue
0	Cilandak	0.0	15976.0	15829.0	Coffee Shop	Café	Asian Restaurant	Indonesian Restaurant	Pizza Place	Fast Food Restaurant	Ice Cream Shop	Bookstore
1	Cilandak	0.0	13040.0	13162.0	Moving Target	Javanese Restaurant	Arcade	Food Court	Café	Wings Joint	Padangnese Restaurant	Nightclub
3	Cilandak	0.0	29928.0	29878.0	Convenience Store	Indonesian Restaurant	Café	Bubble Tea Shop	Asian Restaurant	Shabu-Shabu Restaurant	Paper / Office Supplies Store	Coffee Shop
9	Jagakarsa	0.0	35441.0	34704.0	College Residence Hall	Light Rail Station	Theme Park	Wings Joint	Padangnese Restaurant	Music Store	Music Venue	Nightclub
11	Kebayoran Baru	0.0	21059.0	20819.0	Post Office	Bakery	Snack Place	Diner	Juice Bar	Karaoke Bar	Nightclub	Noodle House
13	Kebayoran Baru	0.0	5602.0	5661.0	Japanese Restaurant	Coffee Shop	Sushi Restaurant	Hotel	Convenience Store	Restaurant	Pizza Place	Padangnese Restaurant

CONCLUSION

the first cluster offers varieties of restaurants and is near to college residence

borough of Pasar Minggu,at one of its neighborhood it has high population and demand for fast food.

due to college residences in the same cluster, we can make package deals for college students to buy within their pocket money.