

The background features abstract, overlapping green geometric shapes, primarily triangles and polygons, in various shades of green, creating a modern and dynamic visual effect.

# IBM Capstone Project - The Battle of Neighborhoods:

Prospects of a Restaurant in Tokyo, Japan.

# Business Problem

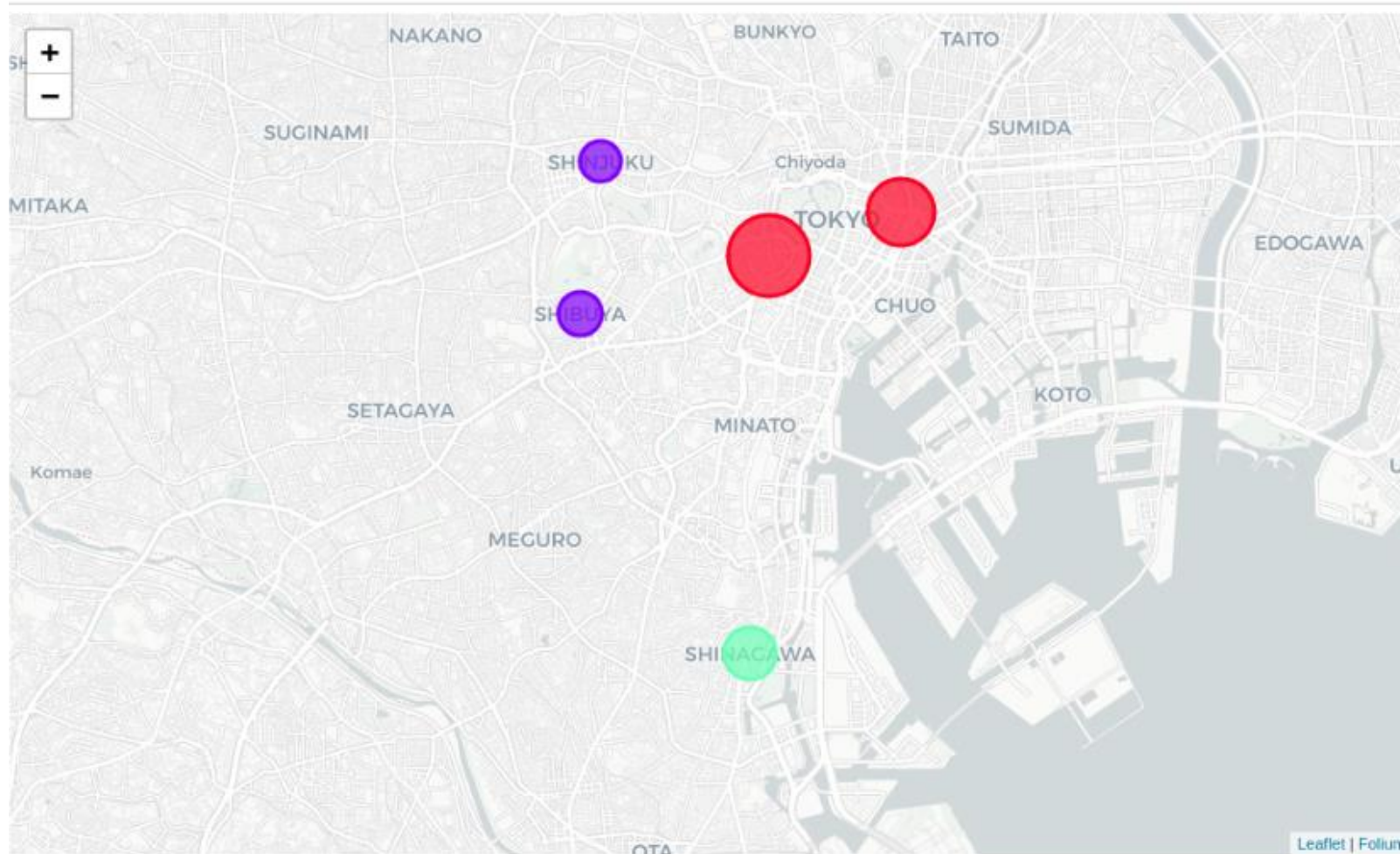
- ▶ Find a location in Tokyo Japan to open a Restaurant in densely populated office areas, so that profit margin can be maximized by providing lunchtime meals option for daily office workers

# Solution

1. Find the most populous area of Tokyo.
2. Sort out top 5 venues.
3. Checkout the competition in the area based on type of cuisines.

# Data and Methodology

- ▶ Data: merging data on Tokyo wards and restaurants and the relative price paid data from Tokyo ward wikipedia and data on amenities and essential facilities surrounding such properties from FourSquare API interface.
- ▶ Methodology:
  - ▶ 1. Collect Inspection Data;
  - ▶ 2. Explore and Understand Data;
  - ▶ 3. Data preparation and preprocessing;
  - ▶ 4. Modeling



Green Dot is preferred Area for opening a restaurant

# Conclusion and future directions

- ▶ According to this analysis, Shinagawa area will provide least competition for an upcoming lunch restaurant as convenience store is the most common venue in this area and the frequency of restaurants as common venue are very low compared to the remaining districts. Also seen from the web-scraped data, the average land price in and around Shinagawa is much cheaper compared to the districts close to central Tokyo. So, this region could potentially be a target for starting quality restaurants