Explore Restaurant in Seoul

Background and Project Objective

Music and film industries from South Korea nowadays has spread widely all around the world. Many people interested in South Korea as a country since K-Pop and K-Drama become more famous. Following that fact, no wonder that South Korea now become one of favorite destination for travelling from tourist all around the world. Seoul as a capital city of South Korea become one of interesting city and can attract more visitors than the other city. This phenomenon can be an advantage from business point of view. Seoul is a potential city for those who are looking for a good city to start the business. However, in this project, we are focused on restaurant business.

Choosing a location is very important especially for business restaurant. Seoul has 25 districts. The objective of this project is to find out what district is more potential if we would like to open new restaurant, and also what kind of restaurant is popular in that district.

Result of this project will be useful for these people:
1. Business owner who are looking for a potential location to open a new restaurant.
2. Business owner who want to know what kind of restaurant is popular in a certain district.
3. Tourist who want to know what venue that they can visit if they go to certain district.
4. Data scientist beginner that looking for some references.

Data Collection

Overall, for this project, data was obtained from web scraping and Foursquare API. First of all, I did web scrapping for Wikipedia website to obtain data about district in South Korea. Here is the link : https://en.wikipedia.org/wiki/List_of_districts_in_South_Korea

Data about district in South Korea was filtered so it only contains data about district in Seoul. After I got the data about district in Seoul, I was using Foursquare API to get the list of nearby venues in each of district in Seoul. When list of nearby venues obtained, the data was filtered so it only contains list of Restaurant in each of district in Seoul.

The next question is how to use this data to achieve the objective of this project? We can use data about nearby restaurant in each of district to find out what kind of restaurant is popular in that district since we can see what restaurant category is frequently occurring. We also can analyze what district is potential if we want to open new restaurant by looking for number of restaurant in that district.