Starting a Restaurant in Hong Kong:

A Data Analysis Perspective

Capstone Project: The Battle of Neighborhoods

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1. Introduction/Business Problem

Hong Kong is a food paradise with wide-ranging cuisine from different parts of the world. Starting restaurants is one of the most popular businesses in Hong Kong because of its large market size. Both tourists and local customers are willing to pay for a wonderful dining experience. While a restaurant business is potentially profitable, restaurant owners also face challenges including high rent and keen competition. It is therefore important to consider different factors such as rent, potential competitors, and customers in choosing a restaurant location. With the use of data analysis, this report addresses the following business question: How can we choose a suitable location for opening a restaurant in Hong Kong?

2. Data

The following data are used in this report:
  a) Restaurants in districts of Hong Kong:
     Source: Foursquare location data
     Description: With Foursquare API, I will search the locations, types, and rating of different Hong Kong restaurants. This will provide useful insights on the potential competitors.
  b) Information of districts of Hong Kong:
     Source: https://en.wikipedia.org/wiki/Districts_of_Hong_Kong
     Description: From the web page, information such as population density and area of each district will be obtained. This will provide important information on the potential customers.