

## **IBM Data Science Capstone Project: Week 3**

### **Cluster Analysis of Food Service Business in Bangkok, Thailand**

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#### **Background**

Bangkok is Thailand's capital. It is one of major ASEAN capitals, with population reaching 70 million. Thailand has been a famous for tourist destination for decades. Tourism plays very important role in economic development in Thailand. It's accounted for approximately 18% of GDP. And Bangkok is the most famous tourist destination

Food service industry is a major player in Thailand's tourism industry. Ones can find any kinds of cuisine from any corners of the world in any price ranges in Bangkok only.

Geographically, there are 50 districts in Bangkok. Each district has unique social and cultural characteristics and has their own tourist destination attributes.

Tourism of Thailand (ToT) is responsible for developing programs and campaigns to support and promote tourism in Thailand.

#### **Business Problem**

1. How food service clusters in districts of Bangkok?
2. What are the characteristics of food service in districts in Bangkok?
3. If an entrepreneur plans to invest in a food service business, for example, a Thai restaurant, which district is the best location?
4. If a tourist wants to find a good district to visit for a kind of cuisine, which district should they visit?

#### **Data**

This project uses:

1. Foursquare Place API to extract food service places in Bangkok.
2. Geo-location data of districts in Thailand from <https://github.com/rathpanyawat/Thai-zip-code-latitude-and-longitude/blob/master/data.json>