**머신러닝을 활용한 빅데이터 분석과정 A**

**중간 프로젝트**

수원시 지역화폐 거래데이터를 활용한 업종 및 입지 선정을 위한 분석

**러닝머신을 활용한 유산소 운동과정 A (4팀)**

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4. **서론**
   1. **분석 목적 및 배경**

수원시 영통구에 거주중인 김씨(50세)는 최근 재직중이던 회사에서 퇴직하여, 창업을 하고자 한다. 김씨는 거주중인 수원시에 자신의 가게를 시작하기 위해 수원시 내 상권 분석을 하고자 한다. 먼저 어떤 업종의 가게를 차릴 것인지 정하고, 어디에 가게를 열 것인지 정하고자 한다. 업종 선정을 위해 수원시 지역화폐 거래데이터를 사용할 것이다. 거래데이터에는 성별, 연령별 소비 성향을 파악할 수 있으므로, 업종 선정을 하는데 도움이 될 것이다. 또한, 입지 선정을 위해 인구통계 및 기타 자료를 이용할 것이다. 인구 통계 정보는 잠재적 고객의 수 및 접근성에 대한 정보를 얻을 수 있을 것이다.

1. **. 자료 선정[[1]](#footnote-1)**

본 분석에서는 2019~ 2020년 수원시 지역화폐 결제 정보를 사용한다. 해당 데이터에는 결제자의 성별, 연령대, 거주지 정보를 포함하고 있다. 또한 어떤 업종의 가게에서 얼마나 결제했는지, 그리고 몇 번 결제했는지에 대한 정보를 포함한다. 지역화폐는 31개 시·군 지자체에서 발행하고 사용하는 대안화폐로 지역경제 활성화 방안으로서 활용되고 있다. 본 분석의 배경이 되는 수원시의 경우, 2020년 지역화폐 결제 금액이 약 2천 3백억에 달하고, 결제 건수는 약 1100만 건이다. 지역화폐 결제가 가능한 업종도 약 34개이다. 이러한 사실을 통해, 지역화폐가 소비시장에서 차지하는 비중이 작지 않음을 알 수 있다. 따라서, 지역화폐 결제 정보를 활용하여 다양한 통찰을 얻을 수 있을 것으로 예상한다.

입지 선정을 위한 분석에서는 통계청에서 발표한 수원시 인구 통계 자료, 유동인구 자료, 지목현황 자료 등을 사용한다.

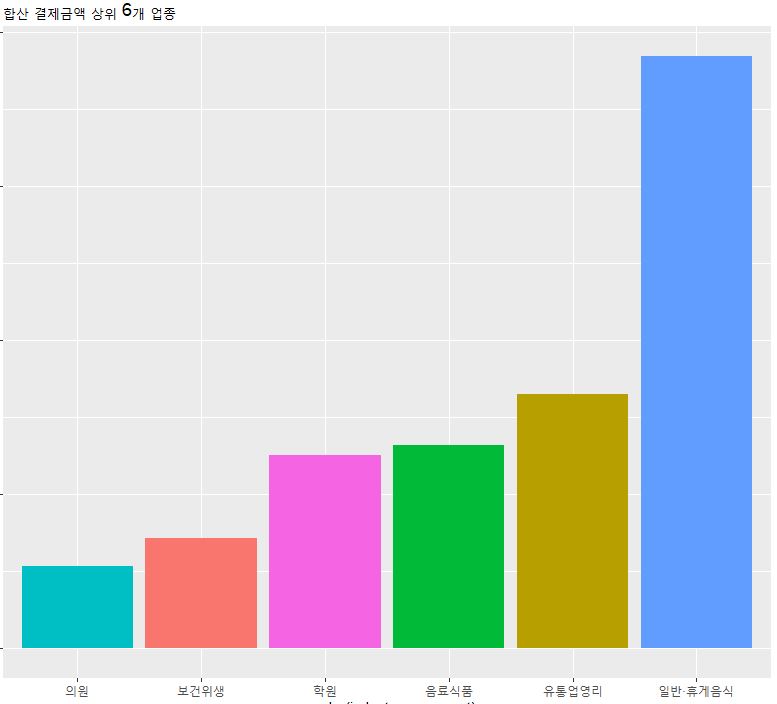
본 보고서의 구성은 다음과 같다. 2장 본론에서는 업종 선정 및 입지 선정을 위하여 수행한 분석 방법 및 결과를 제시한다. 마지막으로 3장에서는 분석 결과를 근거로 창업 계획을 구체화한다.

1. **본론**
   1. **업종 선정을 위한 분석**

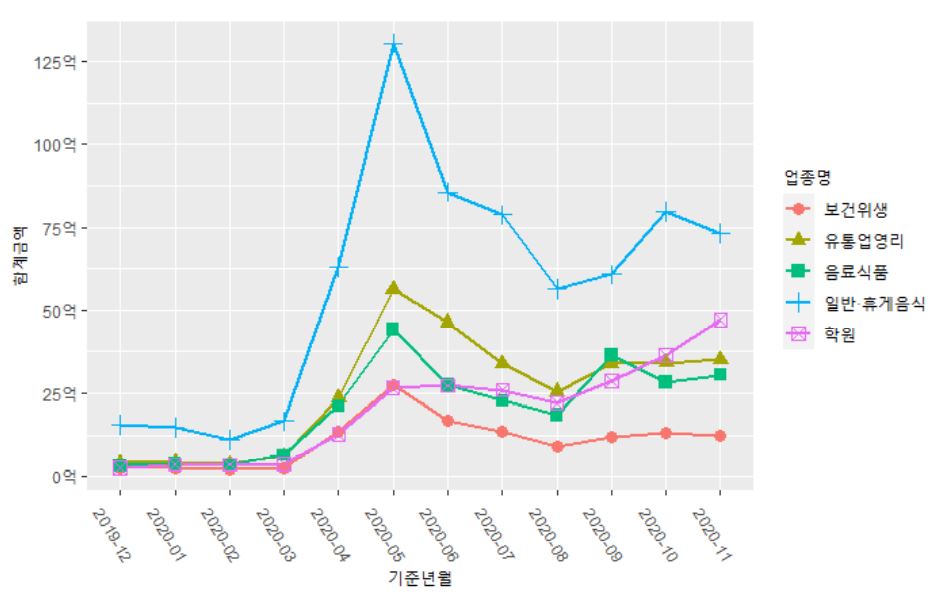
창업 계획을 수립할 때 가장 먼저 고민해야 할 것은 어떤 업종의 가게를 창업할 것인가 이다. 본 분석에서 업종 선택의 기준은 다음과 같다. 첫 번째로, 매출이 큰 업종을 우선 순위로 고려한다. 두 번째로, 기간(월 또는 계절) 별 매출(수익)이 일정해야 한다. 세 번째로, 지출이 많은 세대를 대상으로 유리한 업종을 선택한다. 마지막으로, 외부적인 요인(예: 코로나 바이러스)의 영향에 비교적 강건한 업종을 선택한다.

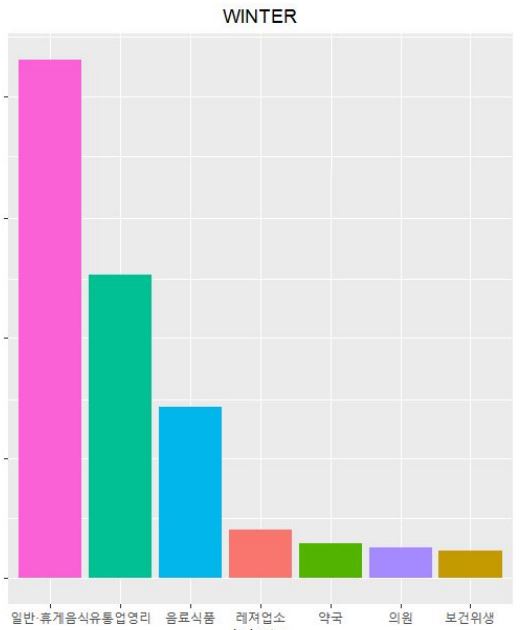
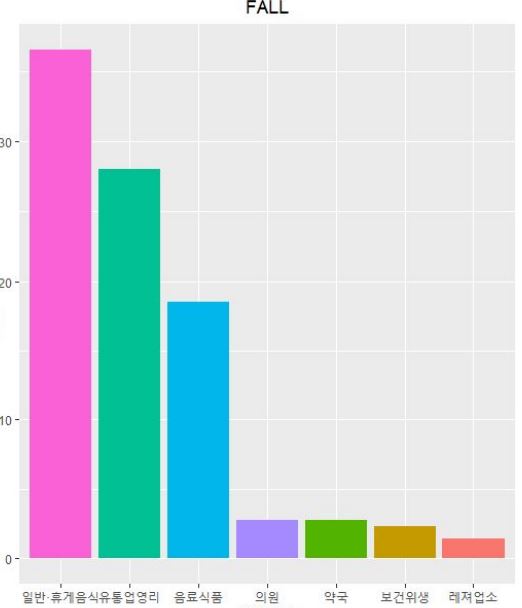
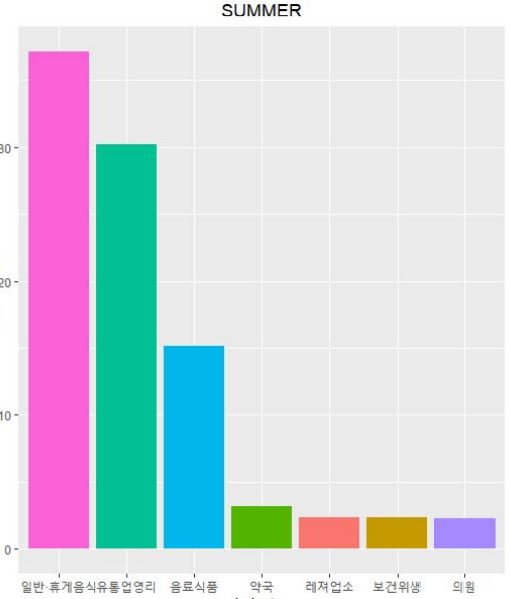
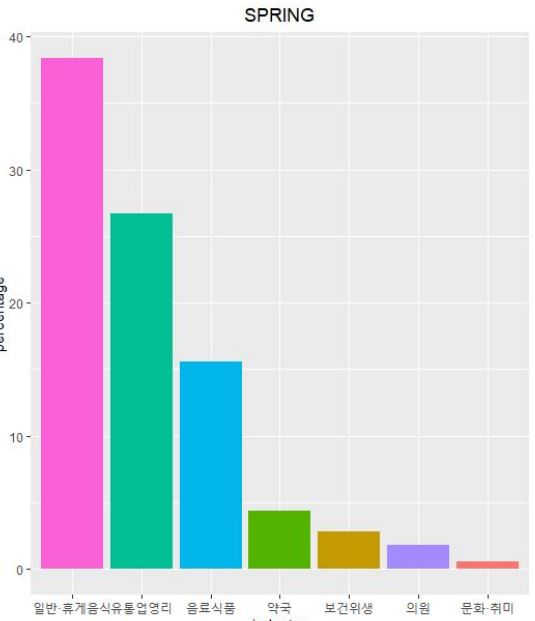
* + 1. **매출이 큰 업종**

업종 선택의 첫 번째 기준은 매출액이다. 매출액이 큰 만큼 수익성이 높을 것이다. 지역화폐 결제 내역 데이터 중 결제금액 정보를 매출액의 대용치로서 사용하고자 한다. 구체적으로는 업종별 결제금액을 합산하여 그 크기를 비교한다.

다음은 결제금액 합산 상위 6개 업종을 나타내는 그래프이다. **일반휴게음식** 업종의 결제금액 합산이 타 업종과 비교하여 압도적으로 높은 것으로 나타났다. 그 다음으로 **영리유통업, 음료식품업** 순으로 결제금액 합산이 크다.

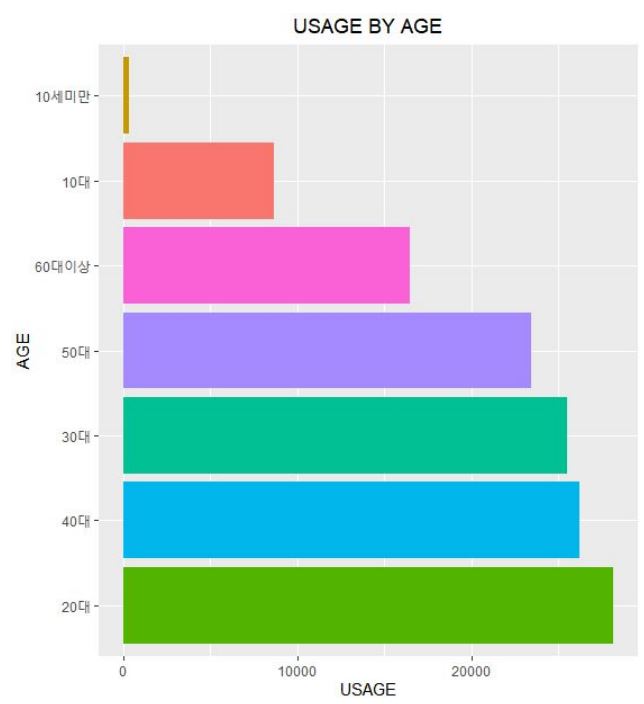
* + 1. **기간 변화에 따른 업종별 매출 규모**

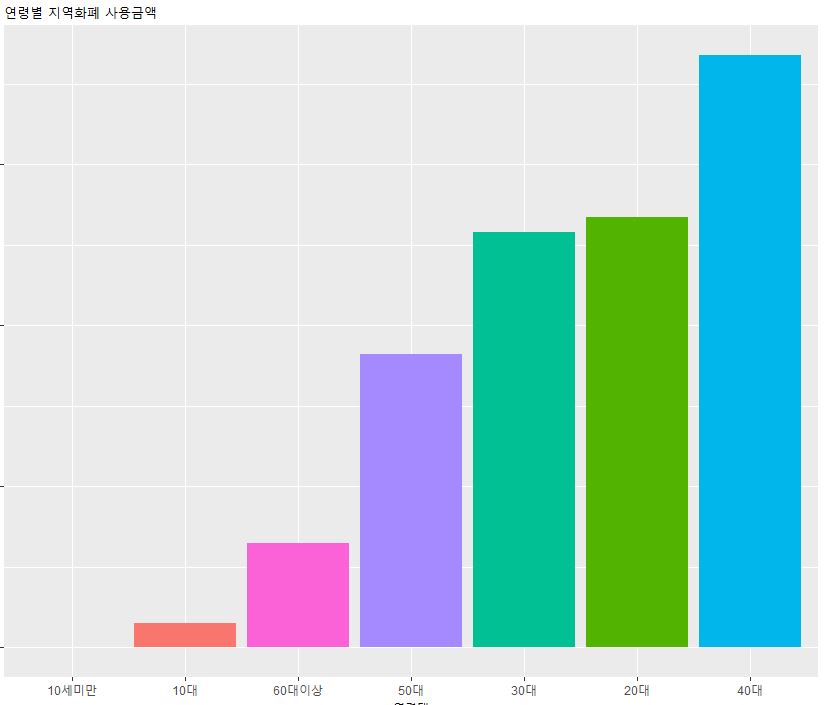
사업을 영위하는 데 있어서 자영업자에게 가장 중요한 것은 매월 일정 수준의 수익이 발생하는 것이다. 따라서, 계절 별로 결제금액이 높은 업종을 분석한다. 상단의 차트는 좌 상단부터 시계방향으로 봄, 여름, 가을, 겨울의 결제금액 상위 7개 업종을 보여준다. 주목해야할 부분은 **일반휴게음식** 업종이 모든 계절에 걸쳐서 결제금액의 수준이 가장 높다. **영리유통업** 및 **음료식품업**이 그 뒤를 이어 결제금액이 큰 것으로 나타나, 앞서 분석한 전 기간 결제금액 합산 분석과 일관된 결과를 보여준다.



상단의 차트는 결제금액 합산 상위 5개 업종의 월별 변동성을 보여주는 차트이다. 모든 업종에 걸쳐서 전월 대비 5월달의 결제 금액이 급증한 것으로 나타난다. 이는 코로나 바이러스가 유행함에 따라 경기가 위축되어 이를 해소하기 위해 지역화폐의 발행을 늘린 것에 대한 결과로 보인다. 일반휴게음식 업종의 경우 2020년 5월에 최고치를 기록하고 전, 후로는 결제금액 감소폭이 커 다른 업종에 비해 변동성이 높다. 그럼에도 불구하고 전체 기간동안 가장 높은 합산결제금액 수준을 보여준다.

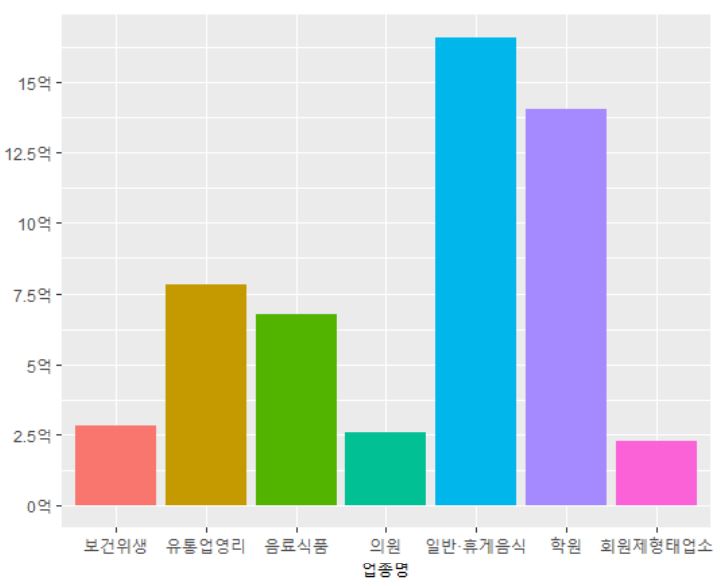
* + 1. **연령별 지출 유형 분석**

매출액을 증가시키기 위해 가장 바람직한 방법은 가능한 많은 사람을 대상으로 재화와 용역을 판매하는 것이다. 하지만, 재화와 용역에 지출하는 유형은 개인마다 차이가 있으며, 성별 및 연령에 따라 다를 것이다. 따라서, ‘모든’ 사람을 대상으로 영업을 하는 것은 비용 측면에서 매우 비효율 적일 것이다. 다시 말해, 지출이 많은 연령 및 성별 집단을 특정하고, 해당 집단이 어떤 업종에, 얼마나 많은 지출을 하는지 알 수 있다면 업종 선택에 큰 도움이 될 것이다.

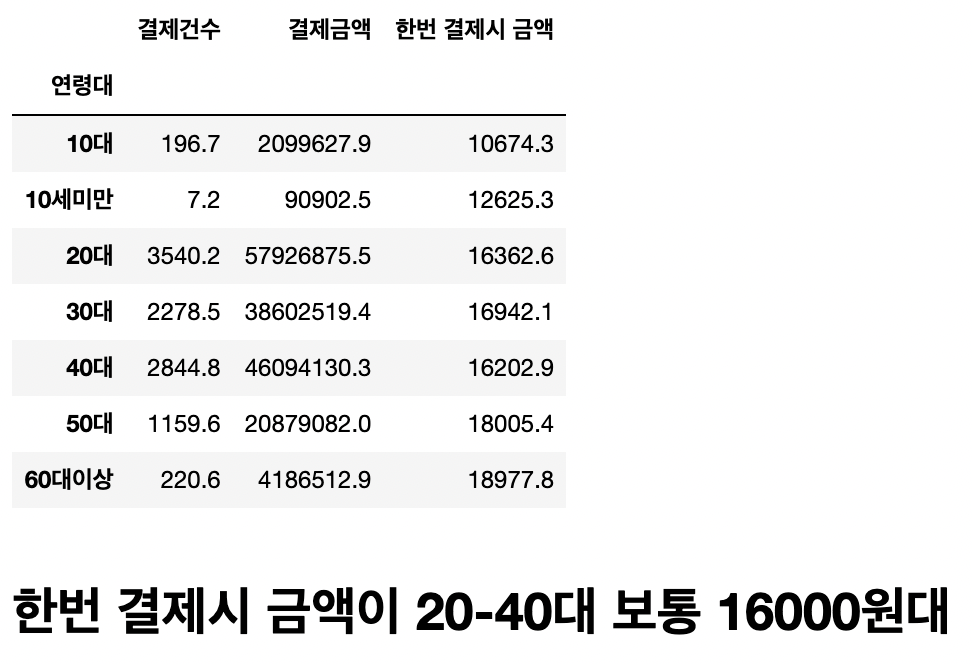
위의 차트는 연령별 지역화폐 사용량을 보여준다. 사용량의 측정은 연령대 별 결제하는 사람의 수로 하였다. 20대, 40대, 30대 순으로 높은 사용량을 보여준다. 그렇다면 결제 금액이 큰 연령대는 어떻게 될까?

우측의 차트는 연령별 결제금액 합산을 도식화한 것이다. 40대의 결제금액이 가장 큰 것으로 나타났고, 20대, 30대의 결제금액이 높게 나타났다. 지역화폐의 특성상 사용을 위해 일련의 과정이 필요한 만큼, 지역화폐에 대한 정보 취득이 용이한 20~40대의 사용량, 결제 금액의 수준이 높은 것으로 추정한다. 그럼에도 불구하고, 해당 연령대의 지출수준이 높은 만큼 그들이 가장 많이 지출하는 업종으로 창업한다면 수월하게 사업을 안정화할 수 있을 것이다.

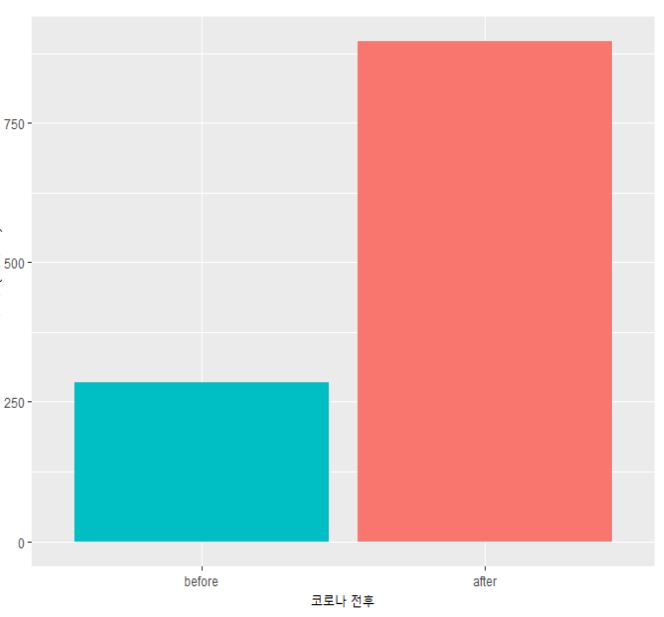
그렇다면 다음에 드는 생각은 20~ 40대의 지출이 어떤 업종에 집중되는지 일 것이다. 먼저 결제 금액 규모가 가장 큰 40대의 지출에 대해 살펴보자.

40대의 경우, 일반휴게음식과 학원 업종에 지출이 집중되어 있다. 두 업종의 결제금액 합산이 기타 업종의 합산을 상회한다. 이외에 20대와 30대 역시 일반휴게음식 업종에서의 지출이 가장 큰 것으로 나타났다.

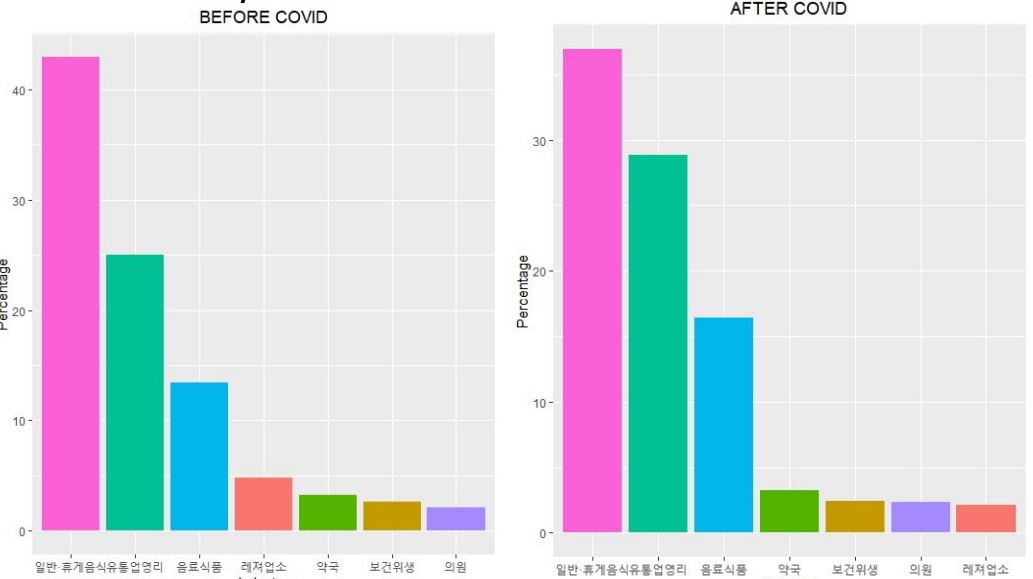
다음은 연령대 별 평균 건당결제금액을 살펴본다. 건당 평균 결제금액을 파악함으로써 사람들이 한번의 지출에 어느 정도 금액까지 지불할 용의가 있는지를 알 수 있다. 따라서, 이후 판매하고자 하는 재화나 용역의 가치를 측정하는데 적합한 기준을 세울 수 있을 것이다. 다음은 연령대 별 건당 평균 결제금액을 계산한 테이블이다. 20~40대의 건당 평균 결제 금액이 약 \16,000 대에 형성되어 있다는 것을 알 수 있다. 이후 업종을 선택할 때, 이 금액대에 재화나 용역을 제공할 수 있는 업종을 선택한다면 좋을 것이다.



* + 1. **외부요인(코로나바이러스)으로부터 강건한 업종**

 2020년 초, 코로나 바이러스의 전국적인 유행으로 사회적 거리두기 정책이 실시됨에 따라, 자영업자들의 피해가 극심했다. 작금의 사태가 앞으로 지속될 가능성이 높은 만큼, 이러한 상황에도 매출이 지속적으로 발생하는 업종을 선택하는 것이 현명한 판단일 것이라 생각한다.

좌측은 코로나 유행 전후 지역화폐 결제건수를 비교한 것이다. 코로나 유행 이후 지역화폐를 이용한 결제건수가 3배 이상 증가한 것으로 나타났다. 결제 금액의 경우도 비슷한 증가 수준을 보여준다. 이는 바이러스 유행으로 인하여 위축된 실물경기를 부양하기 위해 지자체에서 지역화폐 형태로 보조금을 지급하고 사용을 장려한 결과로 보인다. 따라서, 바이러스 유행 전 후의 절대적인 결제금액 비교는 업종 선정의 근거로 사용하기에 충분히 정치한 방법이 아닐 것이다.

따라서, 코로나 유행 전후에 업종별 결제건수가 전체 결제건수에서 차지하는 비율을 살펴본다.

위의 차트를 보면 일반휴게음식, 영리유통업, 그리고 음료식품 업종이 코로나 유행 전/후 높은 사용량 비중을 보여주는 것으로 나타났다. 이를 근거로 세 업종이 외부 영향에 강한 업종이라고 결론 지을 수 있다.

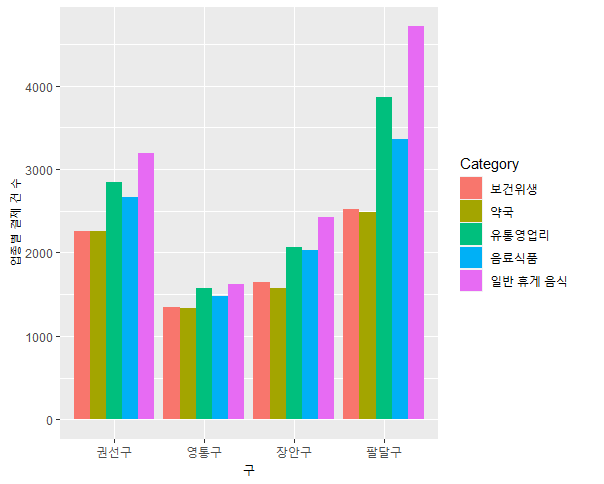
**앞서 제시된 네 가지 분석을 종합하여 결론을 내리자면, 지출 수준이 높은 20~40대의 결제가 일반휴게음식, 영리유통업, 음료식품 업종에 집중되어 있다. 또한 건당 평균 결제금액인 \16,000에 제공할 수 있는 재화나 용역의 폭이 넓다. 해당 업종은 타 업종에 비해 결제금액 합산이 높은 업종이기도 하며, 외부요인의 영향을 덜 받는 업종이다. 따라서, 위 세 가지 업종 중 가장 결제금액 규모가 큰 일반휴게음식 업종으로 창업을 하는 것이 유리할 것이다.**

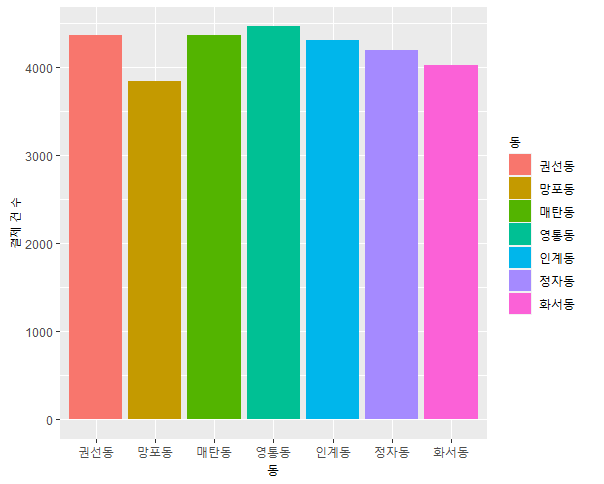
* 1. **입지 및 세부업종 선정을 위한 분석**

어떤 업종의 가게를 차릴지 결정했다면, 어디에 가게를 차릴지 정해야 한다. 일반휴게음식 업종의 경우, 멀리서 사람들이 발품을 팔아 찾아오는 음식점이 있는 반면, 대다수의 음식점은 접근성의 영향을 많이 받는다. 다시 말해, 많은 사람들이 올 수 있도록, 거리가 가깝거나, 교통이 편리해야 한다. 따라서, 입지 선정을 위한 기준은 다음과 같다. 첫 번째, 주변의 거주 인구가 많아야 한다. 가게 주변에 거주하는 인구가 많다는 것은 잠재 고객이 많다는 것을 의미한다. 두 번째, 유동인구가 많아야 한다. 세 번째, 세부업종을 기준으로 동종업의 경쟁이 비교적 낮아야 한다. 예를 들어, 동네 안에 중식당이 10개, 한식당이 20개 있다고 가정하자. 그렇다면, 비교적 경쟁이 적은 중식당이 한식당과 비교하여 높은 매출을 기대할 수 있을 것이다.

먼저 기준에 부합하는 지역(구 및 동)을 선정하고, 해당 입지내 경쟁 수준을 파악하여 세부 업종을 선정한다.

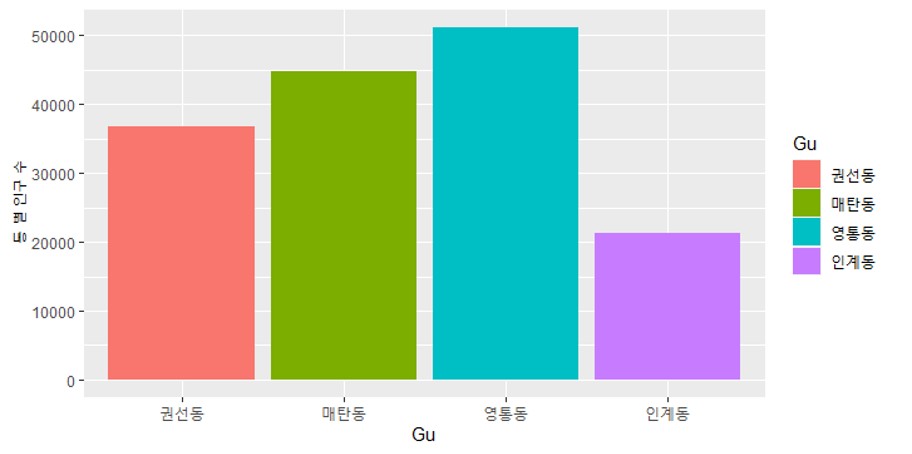
* + 1. **지역(구 및 동) 선정**

 동을 선정하기에 앞서 먼저 지역구 수준의 분석을 통하여 어떤 지역구에 창업할지 정한다. 이를 위해, 구별 결제 볼륨을 분석한다.

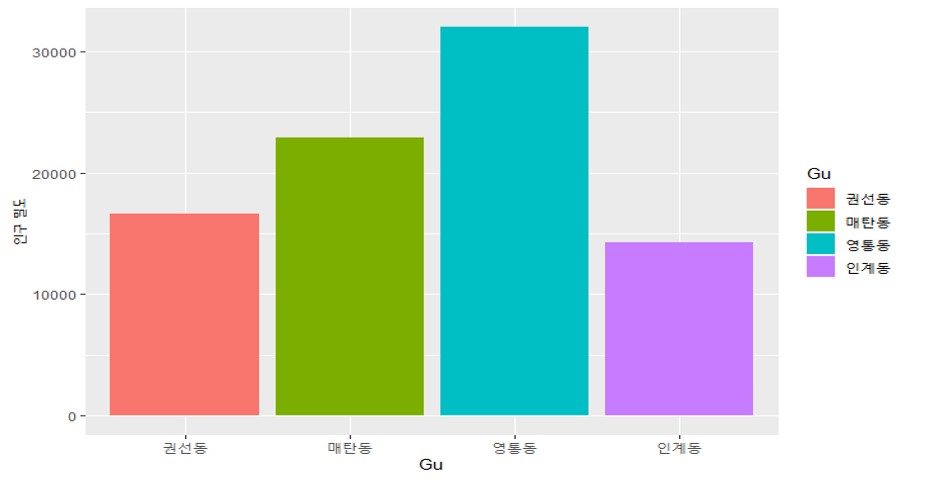
 좌측의 차트를 보면 각 지역구에 따른 업종별 결제횟수를 알 수 있다. 영통구 및 팔달구의 일반휴게음식 업종의 결제횟수 볼륨이 가장 크다. 그 다음으로 권선구의 결제횟수가 가장 많다. 영통구 및 팔달구를 입지 후보지의 우선순위로 선정한다.

다음은 동 수준의 분석이다. 동별 결제횟수를 분석한 결과는 다음과 같다.

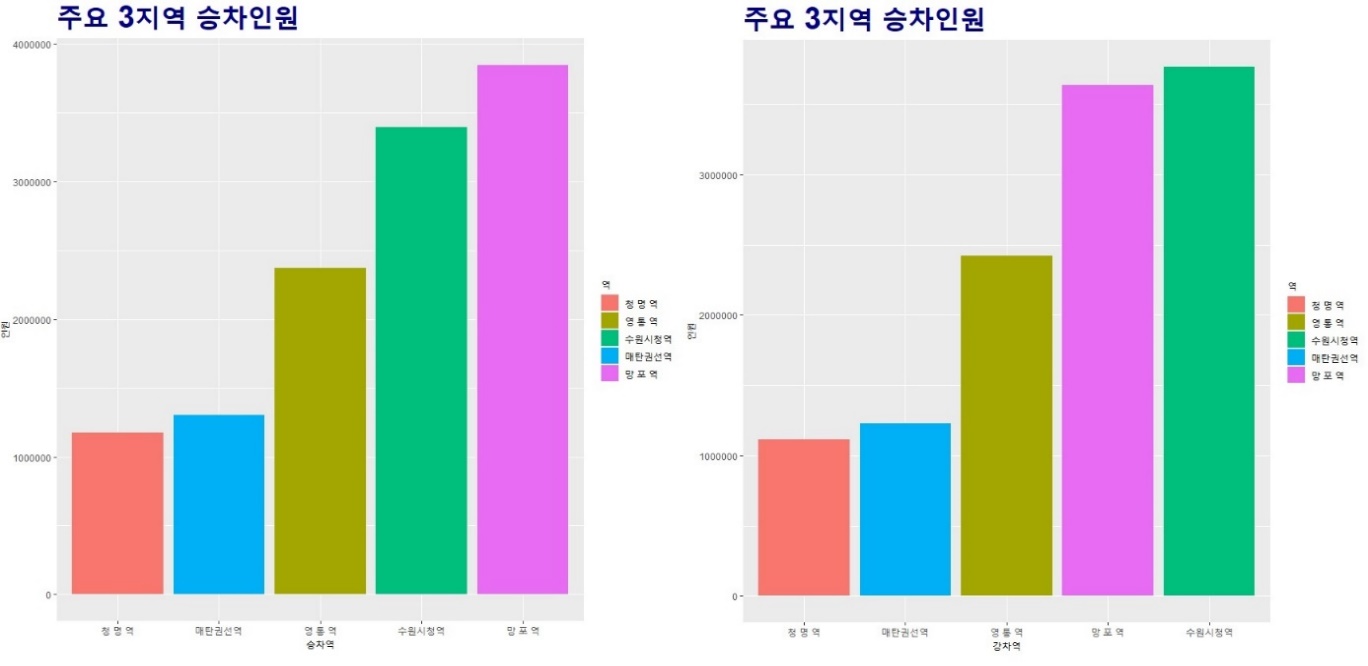
지역구 수준의 분석과 일관된 결과를 보여준다. 영통구의 영통동 및 매탄동에서 가장 많은 결제횟수를 보여주고 있으며, 권선구 권선동 그리고 팔달구 인계동에서의 결제횟수가 높은 것으로 나타났다.

다음은 인구 통계 분석을 통한 입지 선정 분석이다. 앞서 제시한 기준대로 거주인구 및 유동 인구가 많은 곳을 찾고자 한다.

앞서 제시된 동별 결제횟수 데이터를 근거로 네 개의 동을 선정하여 절대적인 거주자 인구수를 분석하였다. 영통동의 인구수가 가장 많은 것으로 나타났다. 영통동의 지도를 살펴보면 주변에 복수의 아파트 단지가 형성되어 있어 거주 인구가 많고, 이에 따라 휴게음식점에 대한 수요도 크게 형성되어 있는 것으로 보인다. 인계동의 경우 거주 인구수가 다른 동에 비해 매우 적지만 결제횟수는 비슷한 것으로 나타나는데, 이는 인계동이 상업지구로써 휴게음식점 이용 빈도가 높기 때문인 것으로 보인다.

그러나 절대적인 거주자 인구수가 많다는 사실 만으로 잠재 고객의 규모가 클 것이라고 단정지을 수 없을 것이다. 만약 넓은 면적의 대지에 인구가 분포되어 있다면 가게에 대한 접근성이 좋다고 말하기 어렵다. 따라서 위 네 개 동네의 인구밀도를 측정한다. 인구밀도는 각 동네의 거주자 인구수를 대지면적으로 나누어서 구한다. 아래의 차트는 네 개 동의 인구밀도를 보여주는 차트이다.

영통동의 경우 가장 높은 인구밀도를 보여준다. 다시 말해, 일정 면적의 땅에 많은 사람이 살고 있으므로 해당 입지내에 가게를 차린다면 그만큼 많은 잠재 고객을 가지고 있다고 말할 수 있다. 매탄동과 비교하자면, 절대적인 거주자 인구수의 차이는 약 10% 이다. 반면, 인구밀도의 경우 매탄동과 영통동 사이에 약 30% 차이가 존재한다. 이러한 관점에서 본다면, 영통동이 가장 매력적인 입지 조건을 가지고 있다고 말할 수 있다.

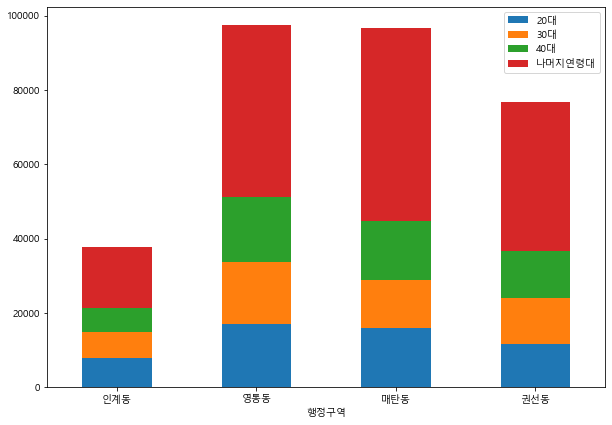
이번엔 유동인구를 기준으로 입지 조건을 살펴본다. 유동인구의 측정은 수원시 내 지하철역의 승강차 인원 정보를 활용한다. 다른 교통수단과 비교하여 지하철에 대한 의존도가 가장 높으므로 유동인구의 대용치로 적합하다고 생각한다.

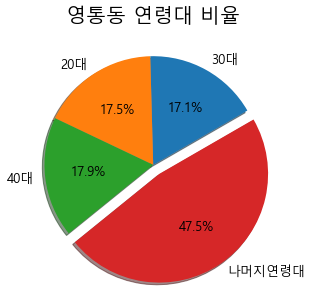
주요 지역내 지하철역의 승차인원(좌) 강차인원(우)

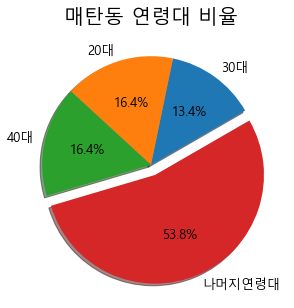
![테이블이(가) 표시된 사진

자동 생성된 설명](data:image/jpeg;base64,/9j/4AAQSkZJRgABAQEAeAB4AAD/4RDcRXhpZgAATU0AKgAAAAgABAE7AAIAAAAKAAAISodpAAQAAAABAAAIVJydAAEAAAAIAAAQzOocAAcAAAgMAAAAPgAAAAAc6gAAAAgAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAOyGoeywve2YuAAABZADAAIAAAAUAAAQopAEAAIAAAAUAAAQtpKRAAIAAAADNTMAAJKSAAIAAAADNTMAAOocAAcAAAgMAAAIlgAAAAAc6gAAAAgAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAA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RRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFAH/9k=) 위의 차트는 승강차 인원이 많은 순서대로 지하철 역을 보여준다. 수원시청, 망포, 영통, 매탄권선, 청명역 순서대로 유동인구가 많은 것으로 보여진다. 이 중 망포, 영통, 청명역은 각각 영통2동, 영통3동, 영통1동에 있는 역이다.

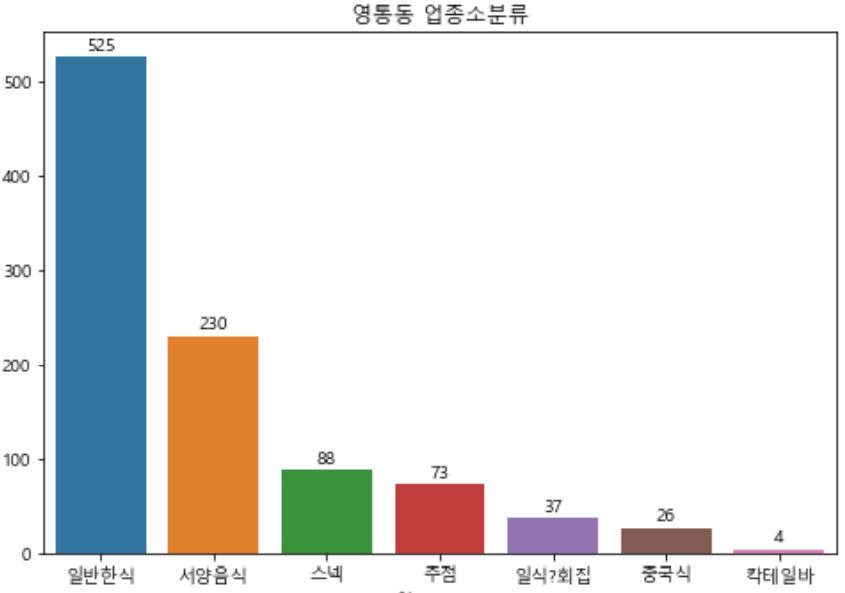
우측의 테이블은 지하철 역이 위치한 동을 추출하여 유동인구를 보여준다. 매산동을 제외하고 영통동의 유동인구가 가장 많은 것으로 보여진다.

다음은 네 개의 동의 거주인구 중 20~40대 인구가 차지하는 비율을 살펴본다.

위 의 차트는 행정구역의 거주자 전체 인구에서 각 연령대가 차지하는 비율을 나타낸 누적 막대그래프 이다. 본 분석의 관심 연령대인 20~40대와 나머지 연령대로 구분한다. 20~40대의 절대적인 거주자 수가 다른 구역에 비해 많은 것을 알 수 있다. 또한 해당 연령대가 차지하는 비중이 50%가 넘는 것으로 보인다. 총 거주자 수가 비슷한 영통동과 매탄동을 비교했을 때, 영통동에서 20~40대 인구가 차지하는 비중이 더 크다는 것을 알 수 있다. 그렇다면 영통동의 연령대별 인구비중을 비율로 나타낸 파이차트를 살펴보자. 20~40대의 비중이 52.5%로 거주자의 절반 이상을 차지하는 것으로 보인다.

매탄동의 경우, 관심 연령대의 비중이 50%에 미치지 못한다. 앞선 분석에서 제시하였듯, 대상이 되는 연령대는 20~40대이다. 따라서 거주자 수 및 유동인구가 많고, 20~40대 인구가 고르게 분포된 영통구 영통동이 바람직한 입지 조건을 가진 것으로 보인다. 따라서, 수원시 영통구 영통동 내에 창업을 하는 것이 좋을 것으로 판단된다.

* + 1. **세부 업종 선정**

 어느 동네에 음식점을 차리는 것까지 마음을 먹었다면, 그 다음 고민해야할 것은 어떤 음식점을 차릴 것인가 일 것이다. 이른바 요식업, 즉, 일반휴게음식점은 특히 경쟁이 강한 업종이다. 개업과 폐업이 가장 빈번하게 발생하는 업종 중 하나이다. 개업이 용이하기 때문에 창업 비용이 낮은 동시에 입지내 경쟁자가 생기기 쉽다. 따라서, 경쟁에서 살아남지 못하고 폐업할 가능성이 높은 업종이다. 그렇다면, 생존가능성을 높이기 위해선 경쟁이 낮은 업종을 선택하는 것이 좋을 것이다. 영통동 내의 일반휴게음식점의 세부 업종 분포를 살펴보자.

일반한식업이 압도적으로 많이 분포하고 있으며, 서양음식, 스낵, 주점의 순서로 분포하고 있다. 이는 일반한식업이나 서양음식업의 경우 경쟁이 매우 강하다는 뜻이 된다. 그렇다면 일식회집 또는 중식당을 창업하는 것이 유리할 수 있을 것이다. 스낵, 주점, 칵테일 바의 경우 비교적 젊은 연령대의 수요가 많을 것으로 예상된다. 우리의 주요 고객 대상층은 20~40대 이고, 영통동의 경우 해당 연령대가 고르게 분포되어 있다. 따라서, 이 대상층이 모두 이용할 만한 업종을 고르자면 일식회집 또는 중식당이 적합하다고 생각된다.

![지도이(가) 표시된 사진

자동 생성된 설명](data:image/jpeg;base64,/9j/4AAQSkZJRgABAQEAeAB4AAD/4RDcRXhpZgAATU0AKgAAAAgABAE7AAIAAAAKAAAISodpAAQAAAABAAAIVJydAAEAAAAIAAAQzOocAAcAAAgMAAAAPgAAAAAc6gAAAAgAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAOyGoeywve2YuAAABZADAAIAAAAUAAAQopAEAAIAAAAUAAAQtpKRAAIAAAADMzQAAJKSAAIAAAADMzQAAOocAAcAAAgMAAAIlgAAAAAc6gAAAAgAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAA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그렇다면, 이 두 업종 중 어떤 업종을 선택해야 할까? 판단을 위해 영통동 내 중식당과 일식당의 분포를 지도상에서 확인해보자.

지도상의 노란색 점은 스낵업 식당, 붉은색 점은 중식당, 파란색 점은 일식당이다. 영통동의 경우 행정구역상 영통 1동부터 3동까지 총 3개의 동으로 나뉘어져 있다. 이 중 영통 3동의 영통역 주변에 대다수의 식당이 모여있는 것으로 나타난다. 행정구역상의 구분에 따라 식당의 군집도 세 개로 나뉘어져 있다. 각각의 군집을 상권이라고 간주한다. 이러한 상권의 형성은 중요한 의미를 가진다. 상권이 형성되어 있다는 것은 그만큼 수요가 존재한다는 것이다. 따라서, 세 개의 상권들 중 하나의 권역에 창업을 하는 것이 유리할 것이다. 영통 3동의 경우 세 가지 업종 이 집중적으로 분포되어 있다. 영통 2동의 경우 3동보다는 규모가 작지만 세 업종이 모두 존재한다. 하지만, 영통 1동의 경우 아직 일식회집이 단 한 곳 밖에 없![지도이(가) 표시된 사진

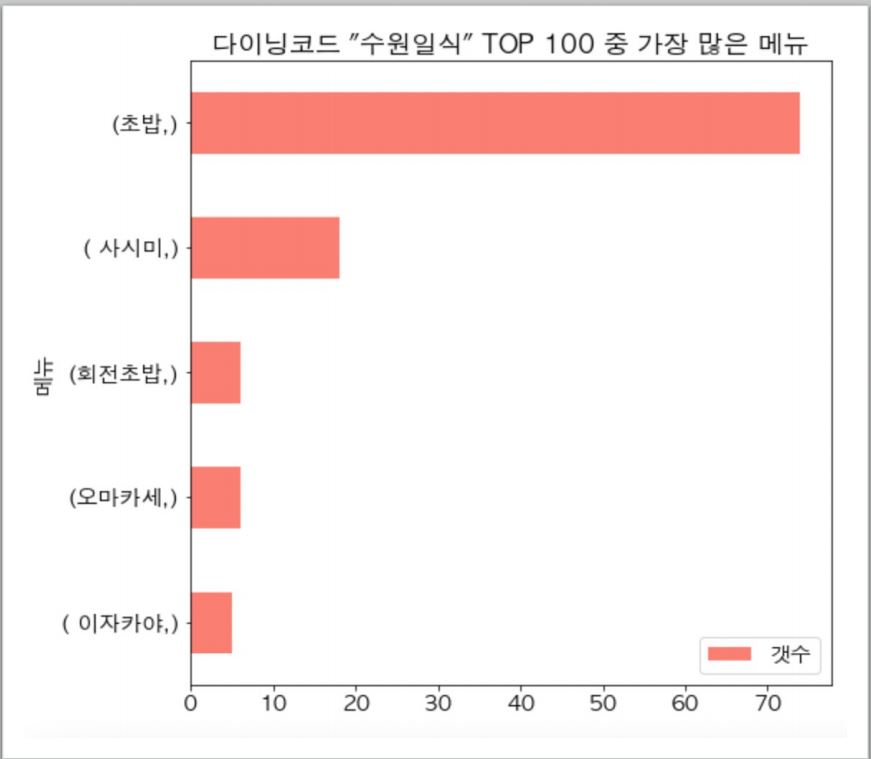
자동 생성된 설명](data:image/jpeg;base64,/9j/4AAQSkZJRgABAQEAeAB4AAD/4RDcRXhpZgAATU0AKgAAAAgABAE7AAIAAAAKAAAISodpAAQAAAABAAAIVJydAAEAAAAIAAAQzOocAAcAAAgMAAAAPgAAAAAc6gAAAAgAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAOyGoeywve2YuAAABZADAAIAAAAUAAAQopAEAAIAAAAUAAAQtpKRAAIAAAADNjQAAJKSAAIAAAADNjQAAOocAAcAAAgMAAAIlgAAAAAc6gAAAAgAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAA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그렇다면 영통 1동에 일식횟집을 차리는 것이 좋을까? 다음의 지도를 보자. 지도상 붉은 점들은 영통 1~3동의 일식회집을 표시해 놓은 것이다. 각각의 붉은 점을 둘러싼 파란 원은 각 일식회집의 반경 300m를 표시한 것이다. 이 반경을 각 가게의 커버리지라고 가정하면, 영통 2동과 3동의 경우 같은 잠재적 고객을 두고 경쟁을 하는 셈이다. 하지만 우상단의 분홍색 원을 보면 상권은 형성되어 있지만 유일하게 존재하는 일식집과 커버리지가 많이 겹치지 않을 것으로 예상된다. 따라서 해당 입지가 일식집을 개업하기 적합한 입지라고 생각한다.

* 1. **메뉴 선정**

![텍스트, 영수증이(가) 표시된 사진

자동 생성된 설명](data:image/jpeg;base64,/9j/4AAQSkZJRgABAQEAeAB4AAD/4RDcRXhpZgAATU0AKgAAAAgABAE7AAIAAAAKAAAISodpAAQAAAABAAAIVJydAAEAAAAIAAAQzOocAAcAAAgMAAAAPgAAAAAc6gAAAAgAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAOyGoeywve2YuAAABZADAAIAAAAUAAAQopAEAAIAAAAUAAAQtpKRAAIAAAADMTYAAJKSAAIAAAADMTYAAOocAAcAAAgMAAAIlgAAAAAc6gAAAAgAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAA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1동에 일식회집을 차리기로 정했다. 그 다음 고민은 어떤 메뉴를 제공할 것인가이다. 일식회집이라고 모두 같은 메뉴를 제공하는 것은 아닐 것이다. 어떤 곳은 회를 중점적으로 팔고, 어떤 곳은 튀김이나 초밥을 파는 곳이 있다. 메뉴의 선정은 많은 사람이 보편 타당하게 선택할 만한 것이 매출에 유리할 것이다. 그렇다면 많은 사람들이 찾는 메뉴는 어떻게 알 수 있을까? 이를 파악하기 위해 소셜네트워크시스템(SNS) 상에서 일식집과 관련된 해시태그를 통해 사람들이 많이 검색하는 메뉴가 무엇인지 파악하고자 한다. 또한 지역의 맛집 순위를 제공하는 사이트에서 상위 맛집에서 많이 팔고 있는 메뉴가 무엇인지도 보고자 한다.

좌측의 사진은 인스타그램에서 일식집과 관련하여 많이 사용된 해시태그를 워드클라우드로 나타낸 것이다. 글자가 클수록 많이 검색된 해시태그이다. 가장 눈에 띄는 것은 튀김 관련 해시태그이다. 그 다음으로 초밥, 회 등의 단어가 보인다.

다음은 맛집 랭킹에 소개된 일식집들의 메뉴를 찾아본 결과이다. 소개된 100개의일식회집 중 초밥(스시, 회전초밥)을 제공하는 곳이 압도적으로 많았으며, 회를 제공하는 곳도 많이 있다. 이것을 토대로 초밥을 전문으로 제공하고, 사이드 메뉴로 튀김을 제공하는 것이 좋을 것이라고 결론 지을 수 있다.

1. **결론**

본 보고서에서는 수원시 지역화폐 결제 데이터 및 인구통계, SNS 등을 활용하여 수원시 내 창업을 위한 분석을 수행하였다. 창업을 위한 분석 단계는 크게 네 개로 나뉘어져 있다. 업종 선정, 입지 선정, 세부 업종 선정, 그리고 제공할 재화나 용역 선정이다.

업종 선정의 경우, 결제 건수 및 금액을 기준으로 규모가 큰 업종을 특정하였다. 이후 기간별 매출이 비교적 일정한 업종을 찾고자 하였다. 또한 판매 대상이 되는 연령대를 결정하기 위해 연령별 결제 규모를 파악하였다. 위의 분석 결과를 토대로 잠재적 고객층(20~40대)의 지출이 집중되어 있는 일반휴게음식업을 선택하였다.

입지 선정은 대상 고객층인 20~40대의 인구가 많이 거주하고 있는 지역을 대상으로 하였으며, 전체 인구 중 20~40대의 인구가 차지하는 비중이 높은 지역을 찾고자 하였다. 이를 통해 개업할 구와 동을 특정하였고, 그 결과 영통구 영통동을 선정하였다. 영통동 내 세부 입지를 선정하기 위해 동 내 상권이 형성되어 있는 곳을 살펴보았다. 영통동은 행정구역상 1~3 동까지 총 세 개의 동으로 구분되어져 있는데, 각각의 동에 상권이 하나씩 형성되어 있다. 그 중 상권내 경쟁이 적은 영통 1동을 선택하였으며, 황곡초등학교 맞은 편 상권을 선정하였다. 세부 업종은 해당 상권 내 경쟁이 적은 일식집을 선택하였다. 메뉴 선정을 위해서 SNS 및 웹을 활용하여 고객이 많이 찾을 만한 메뉴를 탐색하였다. 그 결과, 초밥과 일식튀김을 세트 메뉴로서 제공하는 것으로 하였다. 건당 평균 결제 금액 분석 결과를 반영하여 제공되는 메뉴의 금액은 \16,500 이 적합할 것으로 판단하였다.

1. 수원시 지역화폐 결제 정보 데이터는 공공데이터포털(<https://www.data.go.kr>)로부터 구하였다. [↑](#footnote-ref-1)