**Finding suitable neighborhood as inner district of district of Bangkok**

1. Introduction/Business Problem

1.1 Background

In Bangkok, capital of Thailand, the land price of this province has been considered one of the highest land prices in Thailand. Especially in the area of inner district of Bangkok which has been in a top 5 highest land price in the country. These areas contain with places that essentially important to many Thai people for their living and their lifestyle such as major workplace and major department store. These areas have been considered desirable by many of Thai People. However, due to the high land price of these areas, most of the people are unable to afford to have a residential place in these areas. While there is possibility that the similar neighborhoods and places to these areas in other parts of Bangkok, The crucial of these areas still high for many of the people. The viable solution that will be effective to most of the people is to locate the area that similar to the inner district of Bangkok while still be able to travel into inner district of Bangkok conveniently. The areas might be able to locate in other districts of Bangkok.

* 1. Problem

Our purpose is to determine the similarity of the high value areas in inner district of Bangkok to other districts in Bangkok throughout the commonality of type of places that contain in the area. Moreover, the travel distant from those areas to inner district of Bangkok will be essential to determine the convenient of the travel which will contribute to the suitability of that area as well

* 1. Interest

The information from this project will be valuable for many parties, such as real estate related entrepreneur that interest in developing the residential places that can attract customer that in demand for good neighborhood but cannot afford the place in inner district of Bangkok. The developing cost will be lower that inner district of Bangkok due to the lower land cost or Real Estate Broker that which to sell their residential places in the district outside of inner district of Bangkok that can be identify as easy to travel to inner district of Bangkok and similar to its.