Introduction / Description of the problem

A new sushi restaurant chain wants to open up a restaurant in the Skåne province in the south of Sweden. It doesn’t have any restaurants in this region yet and it wants to explore in which city a new restaurant would most likely be successful. The sushi chain considers the three biggest cities in this region as options: Malmö, Lund, and Helsingborg. The sushi chain wants advice on which city it should open up a new restaurant. In order to provide insight into which city is best to open up a new restaurant we want to know how many sushi restaurants are already in each city to establish the need for a new sushi restaurant. We also want to know how many other restaurants are in each city to see how the number of sushi restaurants relate to the number of other restaurants. We also want to know if there are a lot of places in the city that hold a lot of potential customers, such as colleges, offices, or gyms.

Thus, the questions we want to address are:

1) How many sushi restaurants are already in each city,

2) How many other restaurants are in each city,

3) How many locations are there in each city that are likely to hold potential customers for sushi (colleges, office space, gyms)

Data

First, we want a dataset with the central locations of Malmö, Lund and Helsingborg. We can use ‘geocoders’ to do this. We then use Foursquare to obtain .json files on the location of sushi restaurants within each city, and the locations of restaurants in general. We can then compare how many sushi restaurants there are relative to other restaurants. Last, we search for colleges / universities, offices, and gyms in each city, and look for other potential venues that may hold a lot of potential customers. We can combine all data to get a good overview of which city has the most potential for opening up a new sushi restaurant.