



The Battle of Neighbourhoods project

Exploring the restaurants of Tokyo



Business Problem

- Where in Tokyo should our client open his Mexican restaurant?
- What kind of venue should it be?
- How many Mexican restaurants are there in Tokyo and where are they located?



Methology

- K-means clustering
- Foursquare API
- Pandas dataframes

Cluster 1: historical areas

Cafe is the most popular venue type (central and historical areas Chiyoda, Meguro, Bunkyo)



Cluster 2: suburbs

Convenience store, discount store or fast food are the most popular venue types (living areas like Adachi, Itabashi, Katsushika, Edogawa)



Cluster 3: business areas

Japanese restaurant and Bar are the most popular venue types (business areas such as Minato, Chuo, Shibuya, Shinagawa, etc)



Cluster 4: developing areas

Convenience store or Ramen restaurant are the most popular venue types (living areas with some percentage of small businesses: Koto, Ota, Setagaya etc)



Cluster 5: Shinjuku area

Most popular venues are Korean restaurant, BBQ, Soba restaurant. Shinjuku is also the ward which will host the Olympic Games of 2020.

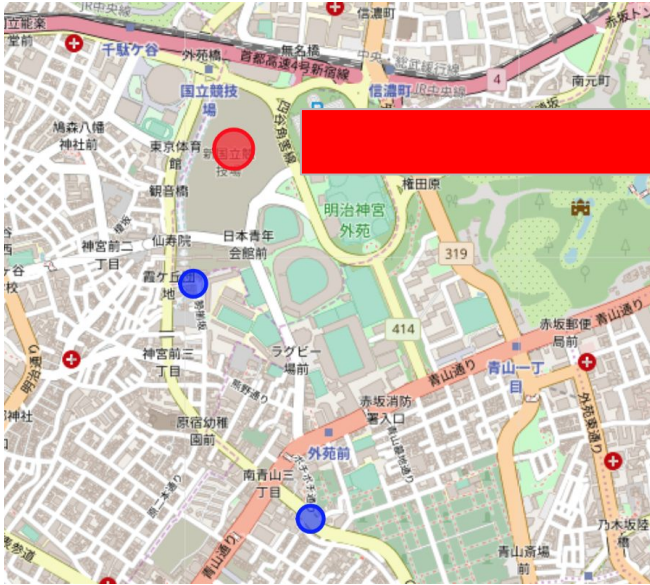


Number of Mexican restaurants

- A lot (20-30)
- Average (10-20)
- A few (less than 10)

Venue	
Ward Name	
Adachi	30
Nakano	30
Taitō	30
Sumida	30
Shinagawa	30
Shibuya	24
Meguro	15
Chiyoda	14
Chūō	14
Suginami	14
Bunkyo	12
Shinjuku	12
Minato	11
Toshima	8
Setagaya	7
Kōtō	7
Nerima	6
Arakawa	6
Katsushika	6
Edogawa	6
Ōta	6
Kita	5
Itabashi	4

Two Mexican venues near Olympic Stadium



Mexican restaurants: results

- 20-30 count: business areas (Adachi, Nakano, Taito, Sumida, Shinagawa, Shibuya)
- Business areas with average to small Mexican restaurants count: Chuo (14), Minato (11), Toshima (8)
- Small number of Mexican restaurants (6-7): suburbs such as Katsushika, Edogawa, Nerima, Itabashi etc.
- Only two competitors near Olympic Stadium

Conclusion

Considering 2 options:

- 1 - A fully-established Mexican restaurant: business areas with small or average number of competitors: Chuo, Minato, Toshima
- 2 - Mexican food truck or temporary cafe: within the walking distance from 2020 Olympic Stadium, which will attract a lot of people during the Games.

Thanks for watching!

ありがとうございます！



TOKYO