

Analysis of Place for Opening Coto Makassar Restaurant in Makassar, Indonesia

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APRIL 2021



Introduction

This project will look for the optimal location to open an Makassar indigenous food restaurant, i.e. Coto Makassar. This analysis will be helpful for business people or stakeholders who are interested in opening a Coto Makassar restaurant in Makassar, Indonesia.

Data

Based on the business problems, the data we need are:

- The latitude and longitude of city, borough, and particular venues.
- List of Competitor Venues. especially Coto Makassar restaurants, Soup Place, and Indonesian Restaurants.
- List of Complementary Venues. tourism and related places.

Methodology

The coordinates of longitude lines per borough in Makassar.

No.	Borough	Latitude	Longitude
0	MARISO	-5.159093	119.409226
1	MAMAJANG	-5.164346	119.419383
2	TAMALATE	-5.183735	119.423737
3	RAPPOCINI	-5.173330	119.446951
4	MAKASSAR	-5.147665	119.432731
5	UJUNG PANDANG	-5.147665	119.432731
6	WAJO	-5.125586	119.410677
7	BONTOALA	-5.130839	119.420834
8	UJUNG TANAH	-5.047907	119.327939
9	TALLO	-5.118588	119.435344
10	PANAKKUKANG	-5.145660	119.446951
11	MANGGALA	-5.167247	119.475963
12	BIRING KANAYA	-5.091202	119.522372
13	TAMALANREA	-5.093523	119.475963
	MAKASSAR	-5.134296	119.412428

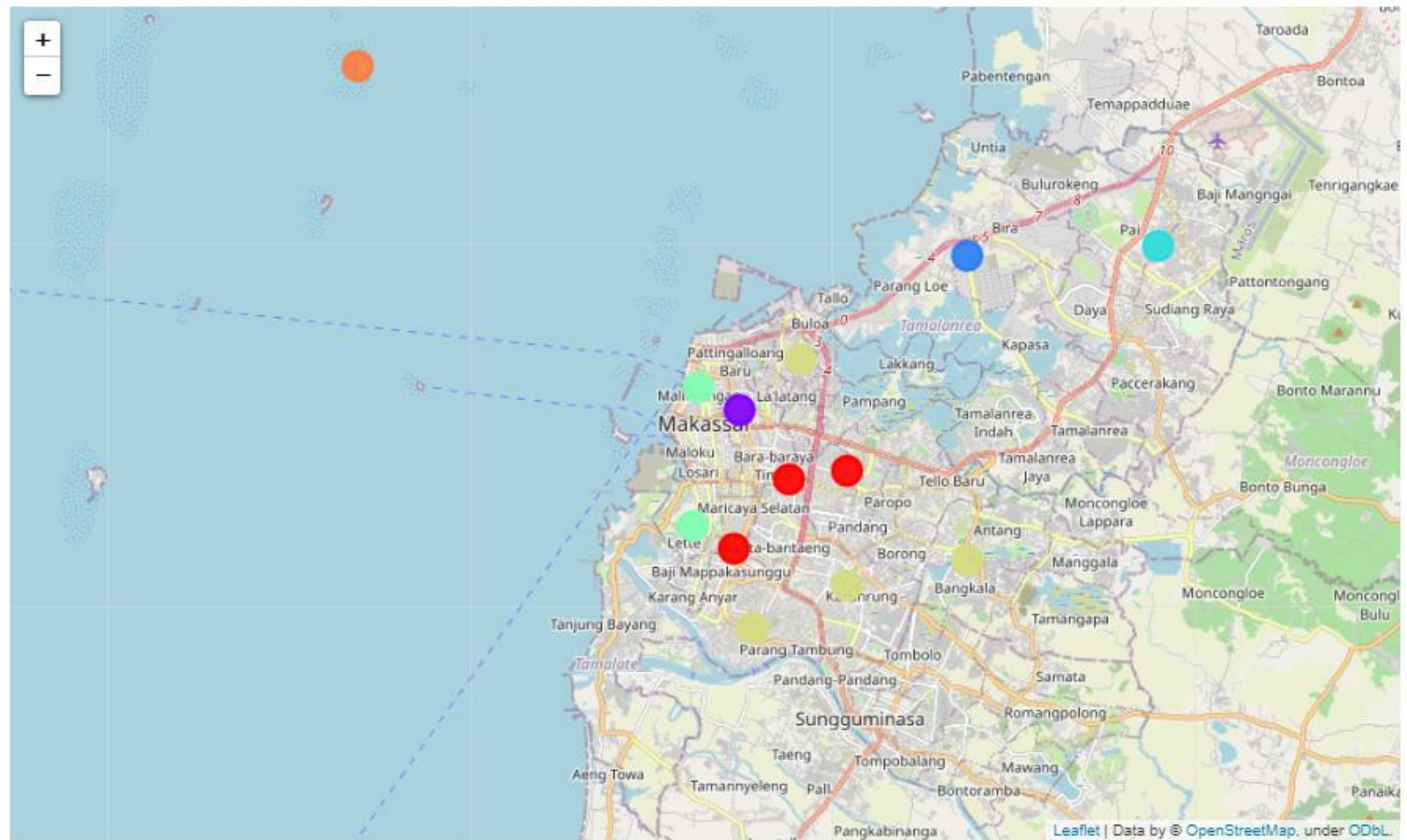
Methodology

Visualize Area of
Competitor Venues and
Tourism and Related
Places



Methodology

Visualize the resulting clusters



Methodology

Examine Clusters

Cluster 0.0

Borough	Cluster Labels	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue
TAMALATE	0.0	Coto Restaurant	Indonesian Restaurant	Outdoors and Recreation	Travel and Transport	Soup Place
RAPPOCINI	0.0	Coto Restaurant	Indonesian Restaurant	Soup Place	Outdoors and Recreation	Travel and Transport
TALLO	0.0	Coto Restaurant	Indonesian Restaurant	Outdoors and Recreation	Travel and Transport	Soup Place
MANGGALA	0.0	Coto Restaurant	Indonesian Restaurant	Outdoors and Recreation	Travel and Transport	Soup Place

Methodology

Examine Clusters

Cluster 1.0

Borough	Cluster Labels	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue
UJUNG TANAH	1.0	Outdoors and Recreation	Travel and Transport	Soup Place	Indonesian Restaurant	Event Place

Methodology

Examine Clusters

Cluster 2.0

Borough	Cluster Labels	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue
MAMAJANG	2.0	Coto Restaurant	Outdoors and Recreation	Travel and Transport	Indonesian Restaurant	Soup Place
MAKASSAR	2.0	Coto Restaurant	Outdoors and Recreation	Travel and Transport	Indonesian Restaurant	Soup Place
PANAKKUKANG	2.0	Coto Restaurant	Outdoors and Recreation	Soup Place	Indonesian Restaurant	Travel and Transport

Methodology

Examine Clusters

Cluster 3.0

Borough	Cluster Labels	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue
BONTOALA	3.0	Coto Restaurant	Travel and Transport	Soup Place	Outdoors and Recreation	Indonesian Restaurant

Methodology

Examine Clusters

Cluster 4.0

Borough	Cluster Labels	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue
TAMALANREA	4.0	Travel and Transport	Outdoors and Recreation	Coto Restaurant	Indonesian Restaurant	Soup Place

Methodology

Examine Clusters

Cluster 5.0

Borough	Cluster Labels	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue
BIRING KANAYA	5.0	Indonesian Restaurant	Outdoors and Recreation	Coto Restaurant	Travel and Transport	Soup Place

Methodology

Examine Clusters

Cluster 6.0

Borough	Cluster Labels	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue
MARISO	6.0	Coto Restaurant	Travel and Transport	Outdoors and Recreation	Soup Place	Indonesian Restaurant
WAJO	6.0	Coto Restaurant	Travel and Transport	Outdoors and Recreation	Soup Place	Indonesian Restaurant

Results

Of the 14 borough, there are many tourist areas and related venues. Most of them are already busy with Indonesian restaurants, including Coto Makassar restaurant. However, it seems that there are still some quiet tourist areas with Coto Makassar restaurants and even Indonesian restaurants.

After we carried out the classification method using the k-mean method, the sub-districts were divided into 7 clusters.

Discussion

Through map visualization and classification methods, we can see that there are 2 clusters that are still quiet with competitors' businesses. This cluster is the most optimal for opening a Coto Makassar restaurant, namely clusters 0 and 3.

Furthermore, there are 2 clusters that must be avoided to open a Coto restaurant, because in this cluster there are already many Coto Makassar restaurants and Indonesian restaurants. The clusters are clusters 1 and 5.

The remaining clusters, namely clusters 2, 4, and 6 can still be considered for opening a coto restaurant, because it can be seen that in this cluster there are many tourist areas and there are still competitor businesses, but not many.

Conclusion

For business people and stakeholders who are interested in opening a coto restaurant in Makassar, we can recommend clusters 0 and 3. This cluster has little competition and has many tourist areas and related places, so this cluster is the optimal place to open a coto restaurant.