

Sushi Restaurant in Seattle



Introduction

The City of Seattle, is the city that most closely connected to Japan in the United States. It provides lot of opportunities and necessary environment for business related to Japan.



Business problem

Seattle is the hometown for many famous cuisines that was developed by the Japanese coming here, like teriyaki. Ramen or Sushi restaurants have become so popular in this area and even in the United States. Starting a sushi restaurant can be a great business opportunity, but it is necessary to distinguish yourself from others by ingredients and materials.

If you plan a real restaurant that can demand higher prices for fresh fish, delivered daily from Japan, focus on neighborhoods and outlets that already attract a sophisticated Japanese client. If you plan a cheap buffet restaurant, points to the masses looking for affordable high-traffic locations with large shopping centers and other local points of interest. So it is evident that to survive in such competitive market it is very important to strategically plan. Various factors need to be studied in order to decide on the Location

Target Audience

My target audience is anyone who wants to open business in Seattle downtown, near the port, so I only focus on that borough during my analysis. The objective is to locate and recommend to the manager which neighborhood of Seattle will be best choice to start a restaurant. This would interest anyone who wants to start a new Japanese or seafood restaurant in Seattle.



Data

To find the best location for the sushi bar, we will use the following sources of information:

Here is the link to the dataset of neighborhood of Seattle:

<https://github.com/seattleio/seattle-boundaries-data/blob/master/data/neighborhoods.geojson>

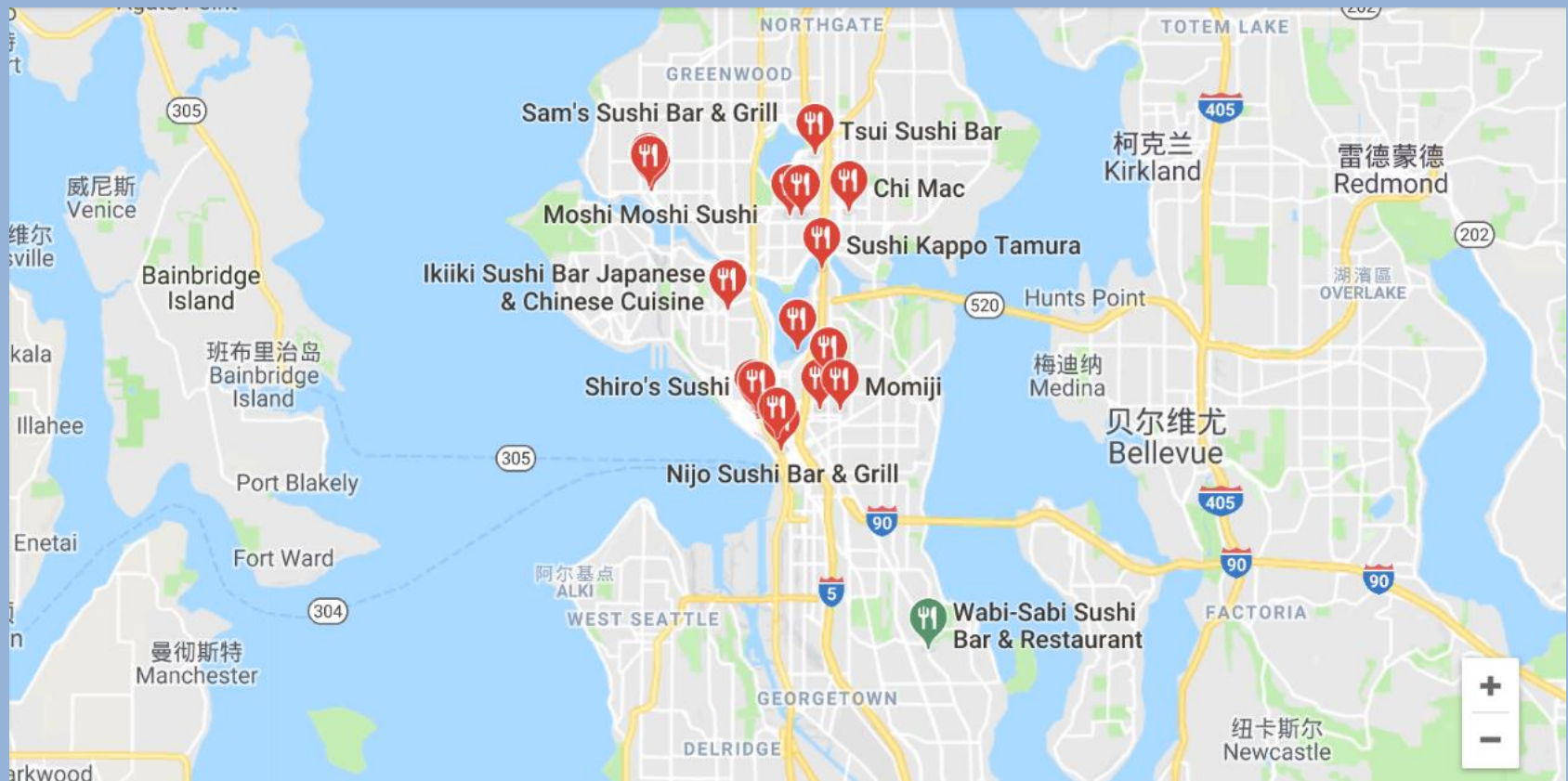
From Foursquare Venues Categories -

<https://developer.foursquare.com/docs/resources/categories> Sushi category

Id - 4bf58dd8d48988d1d2941735

Method

Using features to group the neighborhoods into clusters K-means clustering algorithm will be use to complete this task. And also, the Folium library to visualize the neighborhoods in Seattle and its emerging clusters.





Neighborhood	Latitude	Longitude	Cluster Labels	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Most Common Venue	7th Most Common Venue	8th Most Common Venue	9th Most Common Venue	C
Marble Hill	40.876551	-73.910660	0	Sushi Restaurant	Vegetarian / Vegan Restaurant	Korean Restaurant	Bakery	Bubble Tea Shop	Burger Joint	Café	Chinese Restaurant	Cocktail Bar	
Chinatown	40.715618	-73.994279	0	Sushi Restaurant	Japanese Restaurant	Vegetarian / Vegan Restaurant	Korean Restaurant	Bakery	Bubble Tea Shop	Burger Joint	Café	Chinese Restaurant	
Washington Heights	40.851903	-73.936900	0	Sushi Restaurant	Vegetarian / Vegan Restaurant	Korean Restaurant	Bakery	Bubble Tea Shop	Burger Joint	Café	Chinese Restaurant	Cocktail Bar	
Inwood	40.867684	-73.921210	0	Sushi Restaurant	Vegetarian / Vegan Restaurant	Korean Restaurant	Bakery	Bubble Tea Shop	Burger Joint	Café	Chinese Restaurant	Cocktail Bar	
Hamilton Heights	40.823604	-73.949688	0	Sushi Restaurant	Vegetarian / Vegan Restaurant	Korean Restaurant	Bakery	Bubble Tea Shop	Burger Joint	Café	Chinese Restaurant	Cocktail Bar	

Neighborhood	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Most Common Venue	7th Most Common Venue	8th Most Common Venue	9th Most Common Venue	10th Most Common Venue
Chinatown	Sushi Restaurant	Japanese Restaurant	Vegetarian / Vegan Restaurant	Noodle House	Bakery	Chinese Restaurant	Cocktail Bar	Deli / Bodega	Grocery Store	Hawaiian Restaurant
Greenwich Village	Sushi Restaurant	Japanese Restaurant	Sake Bar	Grocery Store	Vegetarian / Vegan Restaurant	Noodle House	Bakery	Chinese Restaurant	Cocktail Bar	Deli / Bodega
East Village	Sushi Restaurant	Japanese Restaurant	Vegetarian / Vegan Restaurant	Noodle House	Bakery	Chinese Restaurant	Cocktail Bar	Deli / Bodega	Grocery Store	Hawaiian Restaurant
Lower East Side	Sushi Restaurant	Japanese Restaurant	Vegetarian / Vegan Restaurant	Noodle House	Bakery	Chinese Restaurant	Cocktail Bar	Deli / Bodega	Grocery Store	Hawaiian Restaurant
Tribeca	Sushi Restaurant	Noodle House	Japanese Restaurant	Theme Restaurant	Vegetarian / Vegan Restaurant	Bakery	Chinese Restaurant	Cocktail Bar	Deli / Bodega	Grocery Store
Little Italy	Sushi Restaurant	Japanese Restaurant	Noodle House	Vegetarian / Vegan Restaurant	Bakery	Chinese Restaurant	Cocktail Bar	Deli / Bodega	Grocery Store	Hawaiian Restaurant
Soho	Sushi Restaurant	Japanese Restaurant	Noodle House	Theme Restaurant	Vegetarian / Vegan Restaurant	Bakery	Chinese Restaurant	Cocktail Bar	Deli / Bodega	Grocery Store
Noho	Sushi Restaurant	Japanese Restaurant	Vegetarian / Vegan Restaurant	Noodle House	Bakery	Chinese Restaurant	Cocktail Bar	Deli / Bodega	Grocery Store	Hawaiian Restaurant
Civic Center	Sushi Restaurant	Japanese Restaurant	Noodle House	Theme Restaurant	Vegetarian / Vegan Restaurant	Bakery	Chinese Restaurant	Cocktail Bar	Deli / Bodega	Grocery Store
Turtle Bay	Sushi Restaurant	Japanese Restaurant	Asian Restaurant	Steakhouse	Seafood Restaurant	Bakery	Chinese Restaurant	Cocktail Bar	Deli / Bodega	Grocery Store
Tudor City	Sushi Restaurant	Asian Restaurant	Japanese Restaurant	Vegetarian / Vegan Restaurant	Steakhouse	Smoothie Shop	Seafood Restaurant	Sandwich Place	Sake Bar	Restaurant
Stuyvesant Town	Sushi Restaurant	Japanese Restaurant	Vegetarian / Vegan Restaurant	Noodle House	Bakery	Chinese Restaurant	Cocktail Bar	Deli / Bodega	Grocery Store	Hawaiian Restaurant

Neighborhood	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Most Common Venue	7th Most Common Venue	8th Most Common Venue	9th Most Common Venue	10th Most Common Venue
Upper East Side	Sushi Restaurant	Japanese Restaurant	Asian Restaurant	Grocery Store	Noodle House	Bakery	Chinese Restaurant	Cocktail Bar	Deli / Bodega	Hawaiian Restaurant
Yorkville	Sushi Restaurant	Japanese Restaurant	Asian Restaurant	Chinese Restaurant	Noodle House	Bakery	Cocktail Bar	Deli / Bodega	Grocery Store	Hawaiian Restaurant
Lenox Hill	Sushi Restaurant	Asian Restaurant	Japanese Restaurant	Grocery Store	Noodle House	Bakery	Chinese Restaurant	Cocktail Bar	Deli / Bodega	Hawaiian Restaurant
Roosevelt Island	Sushi Restaurant	Asian Restaurant	Japanese Restaurant	Noodle House	Bakery	Chinese Restaurant	Cocktail Bar	Deli / Bodega	Grocery Store	Hawaiian Restaurant
Lincoln Square	Sushi Restaurant	Japanese Restaurant	Smoothie Shop	Chinese Restaurant	Grocery Store	Vegetarian / Vegan Restaurant	Noodle House	Bakery	Cocktail Bar	Deli / Bodega
Clinton	Sushi Restaurant	Japanese Restaurant	Poke Place	Chinese Restaurant	Cocktail Bar	Asian Restaurant	Seafood Restaurant	Sandwich Place	Sake Bar	Restaurant
Midtown	Sushi Restaurant	Asian Restaurant	Japanese Restaurant	Seafood Restaurant	Ramen Restaurant	Bakery	Vegetarian / Vegan Restaurant	Sandwich Place	Sake Bar	Restaurant
Murray Hill	Sushi Restaurant	Japanese Restaurant	Asian Restaurant	Restaurant	Bakery	Chinese Restaurant	Ramen Restaurant	Vegetarian / Vegan Restaurant	Sake Bar	Sandwich Place
Chelsea	Sushi Restaurant	Japanese Restaurant	Asian Restaurant	Vegetarian / Vegan Restaurant	Smoothie Shop	Seafood Restaurant	Sandwich Place	Sake Bar	Restaurant	Ramen Restaurant
West Village	Sushi Restaurant	Japanese Restaurant	Vegetarian / Vegan Restaurant	Sake Bar	Grocery Store	Asian Restaurant	Sandwich Place	Seafood Restaurant	Restaurant	Ramen Restaurant
Manhattan Valley	Sushi Restaurant	Hawaiian Restaurant	Japanese Restaurant	Vegetarian / Vegan Restaurant	Noodle House	Bakery	Chinese Restaurant	Cocktail Bar	Deli / Bodega	Grocery Store
Gramercy	Sushi Restaurant	Japanese Restaurant	Vegetarian / Vegan Restaurant	Chinese Restaurant	Noodle House	Bakery	Cocktail Bar	Deli / Bodega	Grocery Store	Hawaiian Restaurant
Battery Park City	Sushi Restaurant	Japanese Restaurant	Noodle House	Theme Restaurant	Vegetarian / Vegan Restaurant	Bakery	Chinese Restaurant	Cocktail Bar	Deli / Bodega	Grocery Store
Financial District	Sushi Restaurant	Japanese Restaurant	Vegetarian / Vegan Restaurant	Noodle House	Bakery	Chinese Restaurant	Cocktail Bar	Deli / Bodega	Grocery Store	Hawaiian Restaurant
Carnegie Hill	Sushi Restaurant	Japanese Restaurant	Asian Restaurant	Chinese Restaurant	Noodle House	Bakery	Cocktail Bar	Deli / Bodega	Grocery Store	Hawaiian Restaurant
Midtown South	Sushi Restaurant	Asian Restaurant	Japanese Restaurant	Restaurant	Bakery	Chinese Restaurant	Ramen Restaurant	Vegetarian / Vegan Restaurant	Sake Bar	Sandwich Place
Sutton Place	Sushi Restaurant	Asian Restaurant	Japanese Restaurant	Steakhouse	Seafood Restaurant	Deli / Bodega	Bakery	Chinese Restaurant	Cocktail Bar	Grocery Store