

# The Battle of Neighbourhoods

Where to open a new Korean restaurant in Melbourne

## 1. Introduction

Melbourne where I live is one of the most culturally diverse cities in the world. There are plenty of multicultural restaurants available in Metropolitan Melbourne. However, the level of the competition between restaurants is also one of the world's highest.

I grew up in Japan and spent more than a half of my life there. I moved to Melbourne in the recent years, and I was surprised by the variety of restaurants in Melbourne. Then, Korean cuisine has become one of my favourite cuisines here. The quality of Korean restaurants in Melbourne is remarkably high due to the high level of the competition.

For this capstone project, I will research where to open a new Korean restaurant in Melbourne, which will help business owners to start a new Korean restaurant in Melbourne.

## 2. Data

Australia conduct a census every five years. It collects key characteristic data on every person in Australia, which includes the data such as age, gender, income, ancestry, education, language spoken, family composition, employment, mortgage repayment and so on. The last census was conducted in 2016, and the 2016 census data is publicly available at the following link.

**Australian Bureau of Statistics – Census DataPacks**

<https://datapacks.censusdata.abs.gov.au/datapacks/>

An interesting part of the census data is that it includes “Ancestry by Country of Birth of Parents”. If I can find a suburb where a lot of Korean people live, but there are not many Korean restaurants in the suburb. That could be a good place to open a new Korean restaurant.

The data of restaurant locations can be obtained by Foursquare which is one of the best location data platforms. See the link below for details.

<https://foursquare.com/>