

The Battle of Neighborhoods – Tokyo

(Week 2)

1. Introduction

Tokyo (東京, Tōkyō) is Japan's capital and the world's most populous metropolis. It is also one of Japan's 47 prefectures, consisting of 23 central city wards and multiple cities, towns and villages west of the city center. The Izu and Ogasawara Islands are also part of Tokyo.

Today, Tokyo offers a seemingly unlimited choice of shopping, entertainment, culture and dining to its visitors. The city's history can be appreciated in districts such as Asakusa and in many excellent museums, historic temples and gardens. Contrary to common perception, Tokyo also offers a number of attractive green spaces in the city center and within relatively short train rides at its outskirts.

Problem:

During the daytime, especially in the morning and lunch hours, office areas provide huge opportunities for restaurants. Reasonably priced (one lunch meal 8\$ 8\$) Shops are usually always full during the lunch hours (11 am -- 2 pm) and, given this scenario, we will go through the benefits and pitfalls of opening a breakfast cum lunch restaurants in highly densed office places. Usually, the profit margin for a decent restaurant lies within 15–20% *15–20%* range but, it can even go high enough to 35%



Target Audience:

Business personnel or New startup who wants to invest or open a restaurant in Tokyo.

This analysis will help in guiding them to start or expand restaurants targeting the large pool of office workers, Students and many tourists during lunch hours.

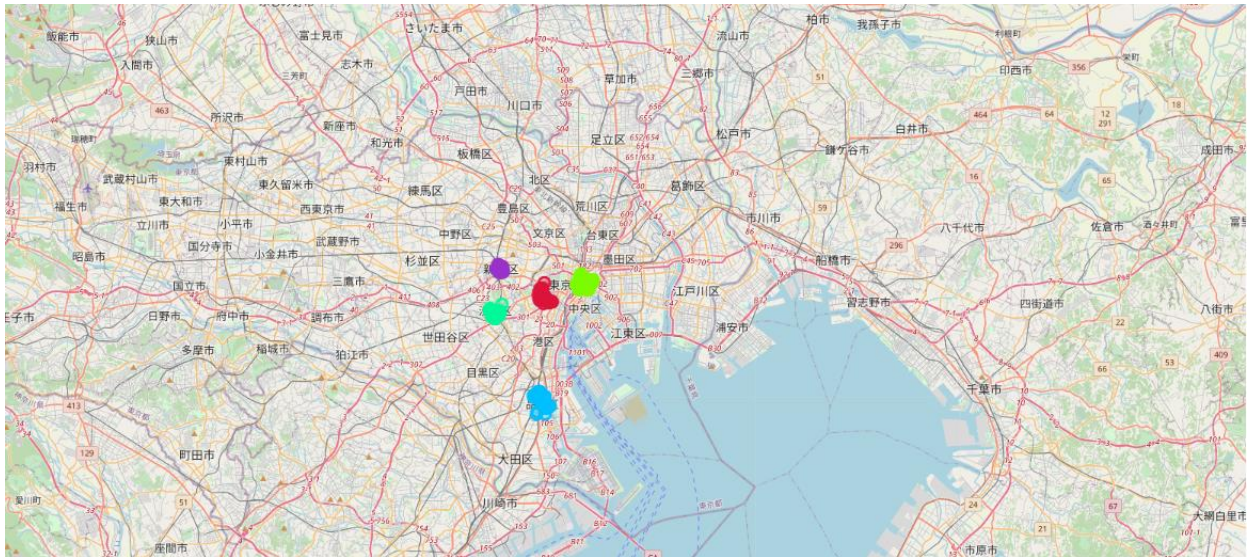
2 . Initial Data Preparation:

- 1) web-scrapping
- 2) Get the names of wards. Population, major districts from Wikipedia.
- 3) Get the Coordinates of the major Districts
- 4) Obtain the average land price data from Web-Scrapping
- 5) Foursquare data

	Ward	Average_Price(SqKm)
0	Chiyoda-Ku	2839779
1	Chuo-Ku	1876697
2	Minato-Ku	2075876
3	Shinjuku-Ku	875098
4	Bunkyo-Ku	952715
5	Taito-Ku	970843
6	Sumida-Ku	605382
7	Koto-Ku	653035
8	Shinagawa-Ku	775938
9	Meguro-Ku	857665
10	Ota-Ku	556757
11	Setagaya-Ku	671528
12	Shibuya-Ku	1193412
13	Nakano-Ku	584593
14	Suginami-Ku	560405
15	Toshima-Ku	678396
16	Kita-Ku	526373
17	Arakawa-Ku	475876
18	Itabashi-Ku	432895
19	Nerima-Ku	408850
20	Adachi-Ku	293587
21	Katsushika-Ku	308894
22	Edogawa-Ku	334899
23	Hachioji-Shi	123428
24	Tachikawa-Shi	228230
25	Musashino-Shi	503519

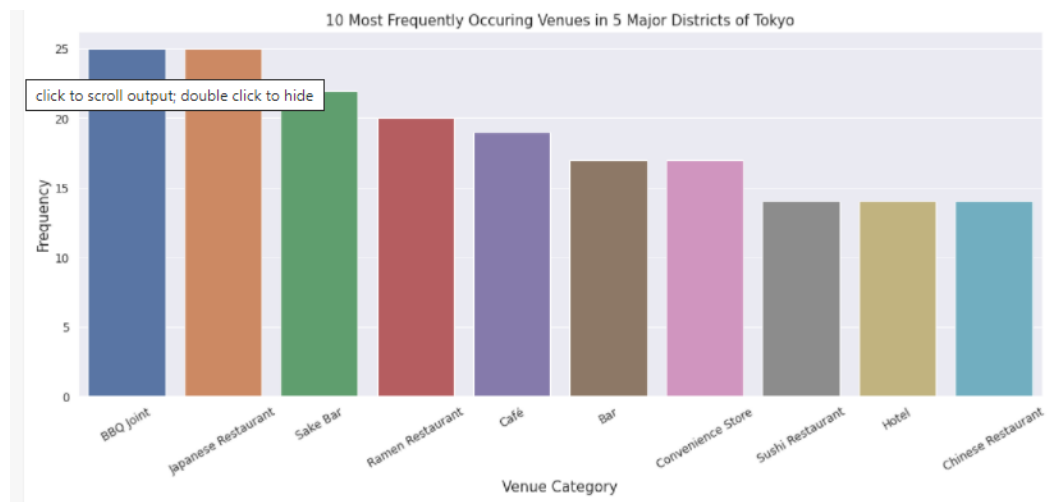
3 . Exploratory Data Analysis:

1) Exploring the data and Major Districts of Tokyo



Result: From this we found BBQ joint restaurants top the charts of common venues in the 5 districts, followed by Japanese restaurants and sake bars.

A plot of the ten most Frequent Venues in these 5 districts are as below:



BBQ joints



4. Results:

- BBQ joints top the charts of most common venues in the 5 districts
- Nagatocha district in Chiyoka ward and nihonbashi in chou ward are dominated

By Japanese and Chinese restaurants as the most common venues

- Shibuya and Shinjuku areas are dominated by bars, pubs and café

5. Conclusion:

From the analysis, Shiagawa area will provide least competition for an upcoming lunch

Restaurant as convenience store is the most common venue in this area and the frequency of restaurants as common venue are very low compared to the remaining districts.