Quantum Capital, a singaporean firm specializing in direct investment is planning to open a new franchise of chicken outlet in Indonesia. To begin with, they decide to open the franchise outlet in Jakarta - the capital of Indonesia. For the year 2021 alone, they decide to invest & open 5 chicken outlet.

Problem :

what are the 5 best area in Jakarta to open the chicken outlet.

How to approach the problem

 the research divided into 2 part :

- stage 1 : quantitive

- stage 2 : qualitative

stage 1: quantitive research is exploring statistic data available in the internet related to Jakarta.

The data are currently available from various resources such as wikipedia, foursquare & provided at different granularity : district & subdistrict.

Currently there are 5 district & +/- 40 subdistrict in Jakarta.

The stage 2 : qualitative research using interview, direct observation & focus discussion group are executed by other research group. Hence, will not discussed here.

The output of stage 1 will be :

the clustering of subdistrict (kecamatan in jakarta) based on below consideration :

1. the population density (people /km2)
2. population growth rate (yearly percentage)
3. average monthly budget for food
4. the non chicken outlet density (outlet / km2)
5. the chicken outlet density (outlet / km2) limitation :
6. data available only at different granularity.

some data available at district level, some data available at sub district level.