

Jakarta: Battle of Neighborhood

A. Introduction

A.1. Background

Jakarta is the capital of Indonesia, the largest city in the country, and one of the most populous urban agglomerations on earth. The population of Jakarta metropolitan area, with an area of 6,343 km² (2,449 sq mi), was 31.6 million according to the Indonesia 2015 Inter-Census, making it the most populous region in Indonesia, as well as the second most populous urban area in the world after Tokyo. The population share of Jakarta metropolitan area to national population increased from 6.1% in 1961 to 11.26% in 2010. Today about 20% of Indonesia's urban population is concentrated in the Jakarta metropolitan area.

Jakarta is now considered a global city and one of the fastest growing economies in the world. Interestingly, Jakarta reported the highest return on investment for luxury real estate in 2014 compared to any other city on earth. Considering the facts, many investors are eager to open their business in Jakarta nowadays, which makes it so important that they choose the right location according to their line of business. However, it is not easy to get the information and it also requires an analytical thinking.

To address the above problem, this project will be focusing on determining the location to open new hotels in Jakarta metropolitan area, with considering the distance to city center, number of existing hotels / attractions nearby, and total of population in the area. Those factors contribute in the likelihood of optimal decision.

The result will be recommendation of location candidates according to data analysis method.

A.2. Data Description

There are some data needed to solve the business problem as follow.

- Center of Jakarta is defined as 'Setiabudi' area and its coordinate along with neighborhoods will be obtained using Google Maps API.
- Number of existing hotels / attractions in the neighborhood. The data will be generated using Foursquare API.
- Number of populations in the neighborhood. For this case, the data will be gathered from Jakarta Government public data repositories to be specific with Jakarta city center.

All the required data will be merged into a dataset and will be used for further analysis. Data will be presented in map visualization which allows us to see the location in a quick glance.