

Introduction / Business Problem

Location is one of the most important attribute when setting up a new restaurant. A good location would help tremendously in the early stages and the future of a new restaurant startup. Therefore, it would be advantageous for the owner to locate potential locations before investing to start a new restaurant. Owners who wish to open a new restaurant would preferably choose a location that has similar type of restaurants nearby because it is a strong indication that there is demand for that particular kind of restaurant.

Data

The location for areas in Singapore shall be extracted from wikipedia page using the link below:

https://en.wikipedia.org/wiki/Postal_codes_in_Singapore

The locations shall be split into individual location. Nearby venues for each location shall be explored using Foursquare. All nearby venues for each location shall then be consolidated and transformed for machine learning analysis. The clustering algorithm called Kmeans shall be used to cluster the location into clusters based on how common the venues are for that particular location.

Once the most common clusters are identified for all the locations, the owner can then decide on the most suitable location to open his/her new restaurant.