A local dinning service study

PICK A RESTAURANT LOCATION IN
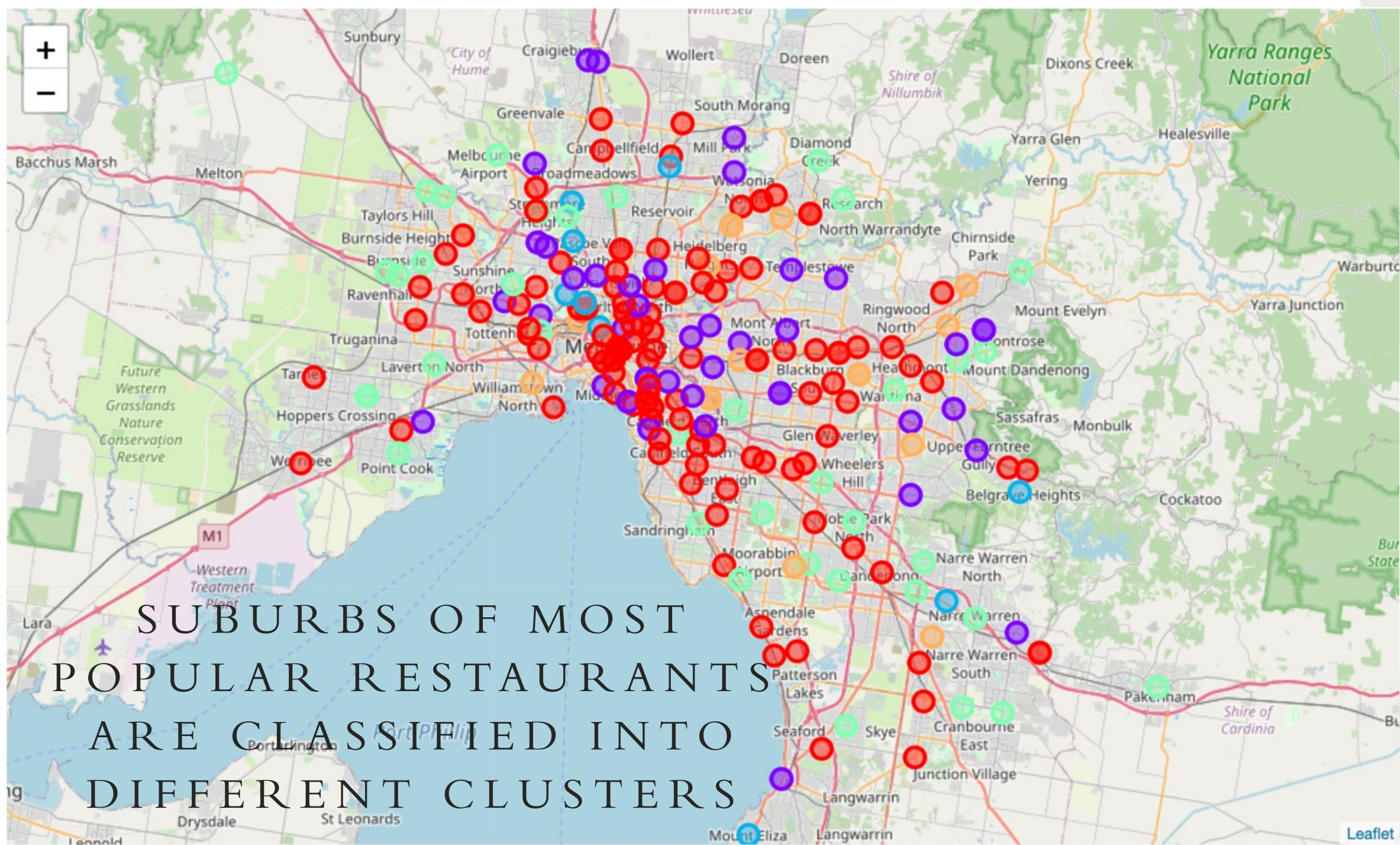
MELBOURNE

INTRODUCTION

- Melbourne is one of the most liveable cities in the world and is well-known for its culture diversity, and healthy economy.

- It is also home to many best-known Australian landmarks, such as the Melbourne Cricket ground, Queen Victoria market, World-Heritage-listed Royal Exhibition Building.

- Melbourne has a large range of restaurant choices including Italian, Asian, Thai, Vietnamese, Japanese, Chinese, Indian, Malay, Mexico, French, Greek, Korean restaurants and many more.

OBJECTIVES

- In this project, we will particularly be looking into the restaurants data in all the local government areas in Melbourne to help our client to find the best location and restaurant class to invest in.

- The objective of this project is to use Foursquare location data, machine learning algorism and local clustering of venue information to determine the most suitable location to invest a new restaurant in Melbourne, Australia.

- All the data acquisition, cleansing processes, machine learning approaches and analysis will be discussed. By studying the type and densities of the restaurants in the local suburbs, we will discuss the similarities and characteristics of the local regions.

- Furthermore, depending on the government development plans, suburbs with established community and growth potential will be recommended to our clients.

SUBURBS OF MOST POPULAR RESTAURANTS ARE CLASSIFIED INTO DIFFERENT CLUSTERS

MOST POPULAR RESTAURANTS IN MELBOURNE

Restaurants' popularity
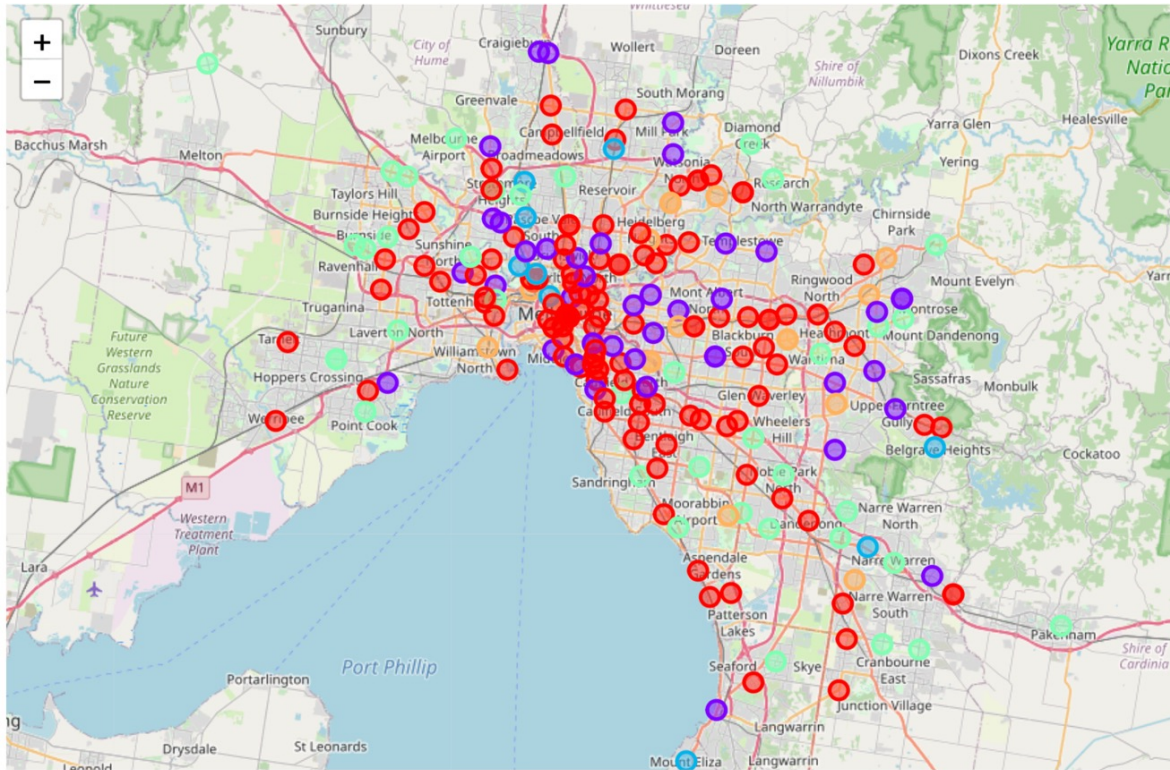
- Italian restaurant is most popular restaurant in 140 suburbs of Melbourne.
- Fast food restaurants and Asian restaurants are close followers.
- Asian restaurant has many sub cuisines, such as the following ranked Thai, Vietnanese, Japanese and Chinese cuisines.
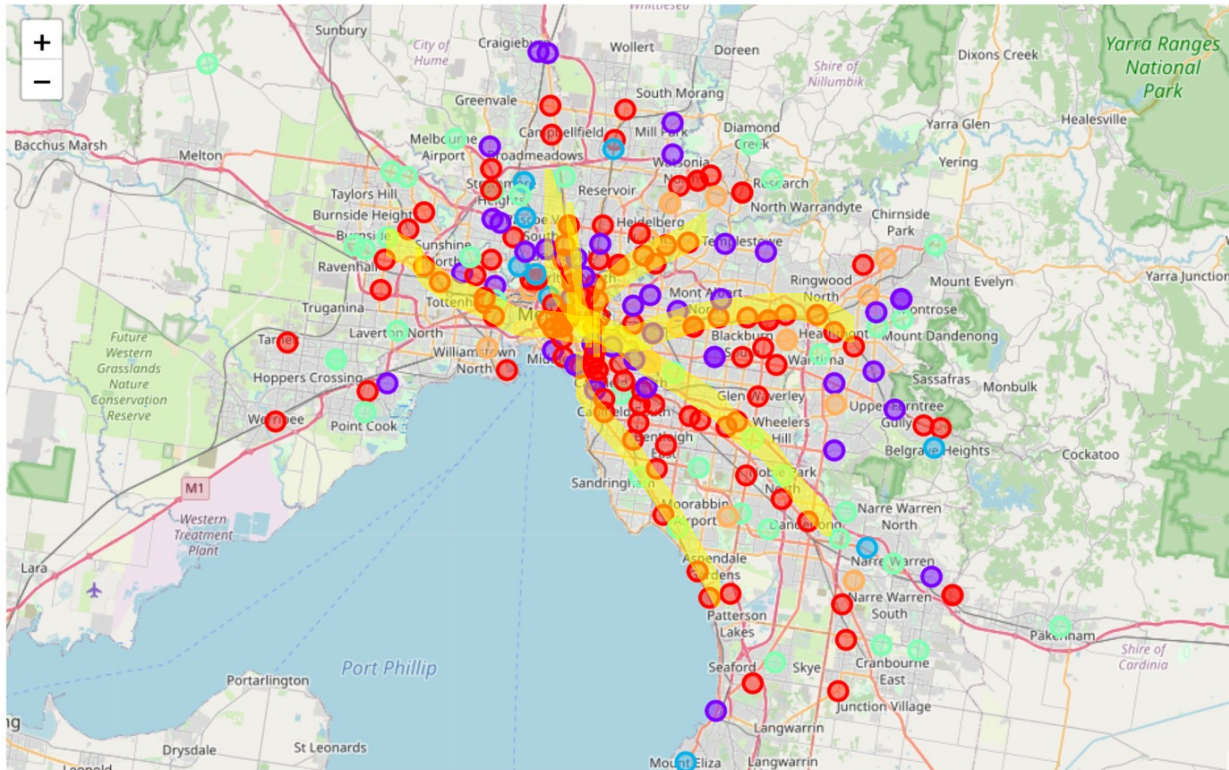
CLUSTER 0: ASIAN RESTAURANTS

Popular Restaurants in Class 0
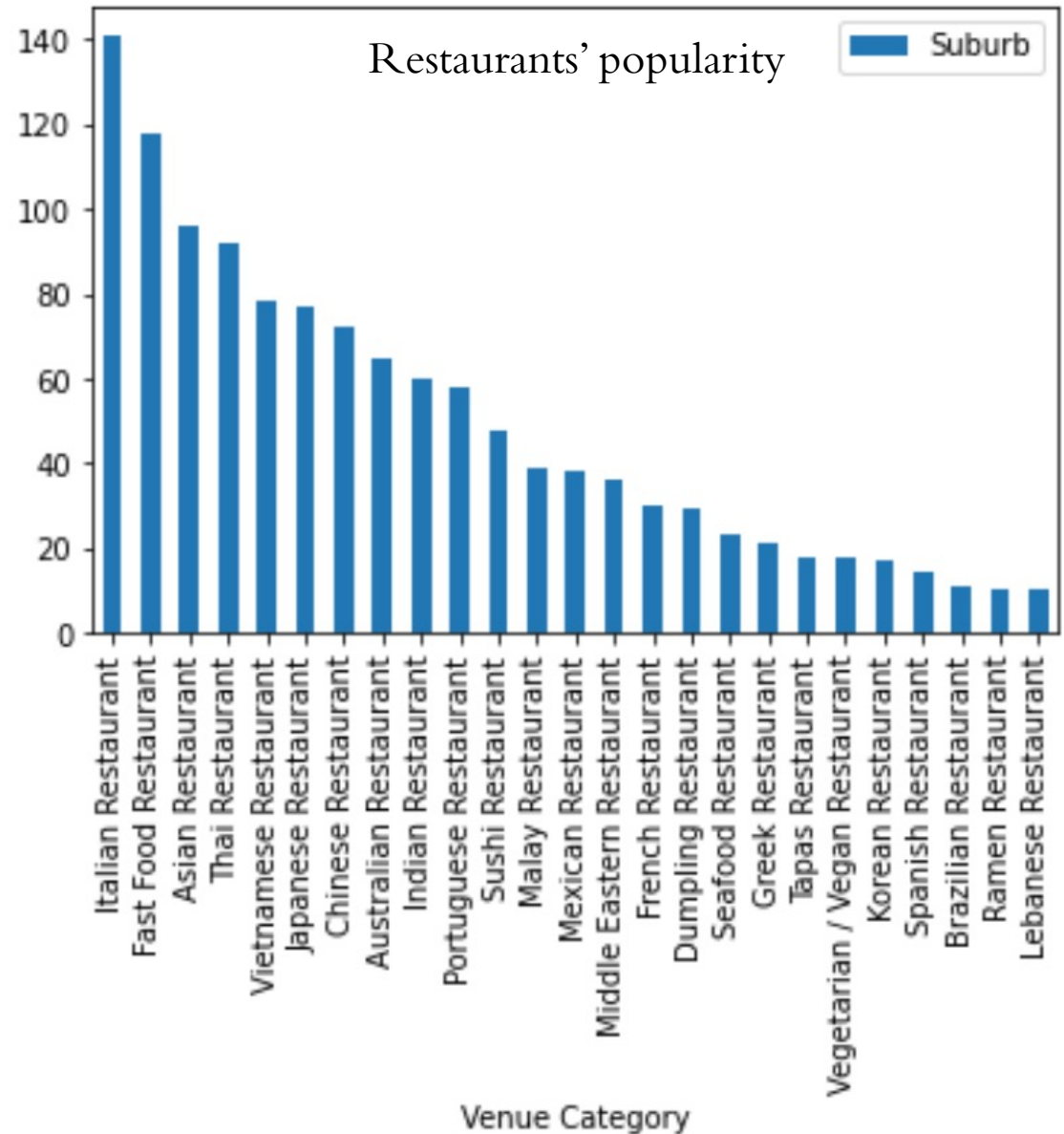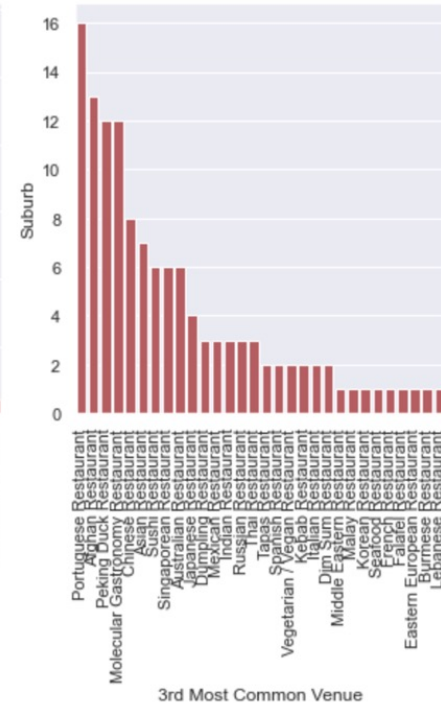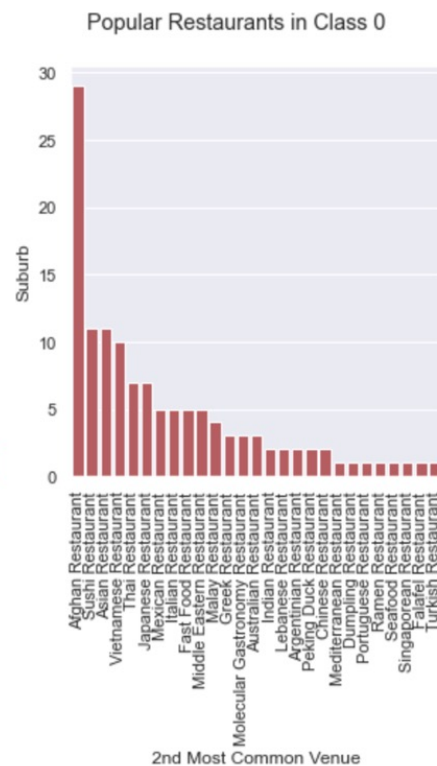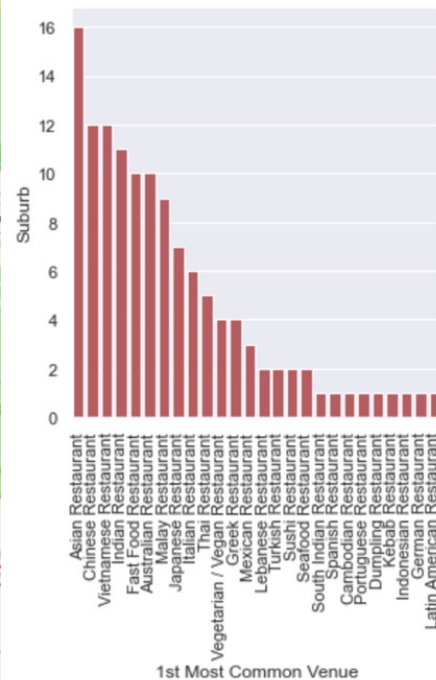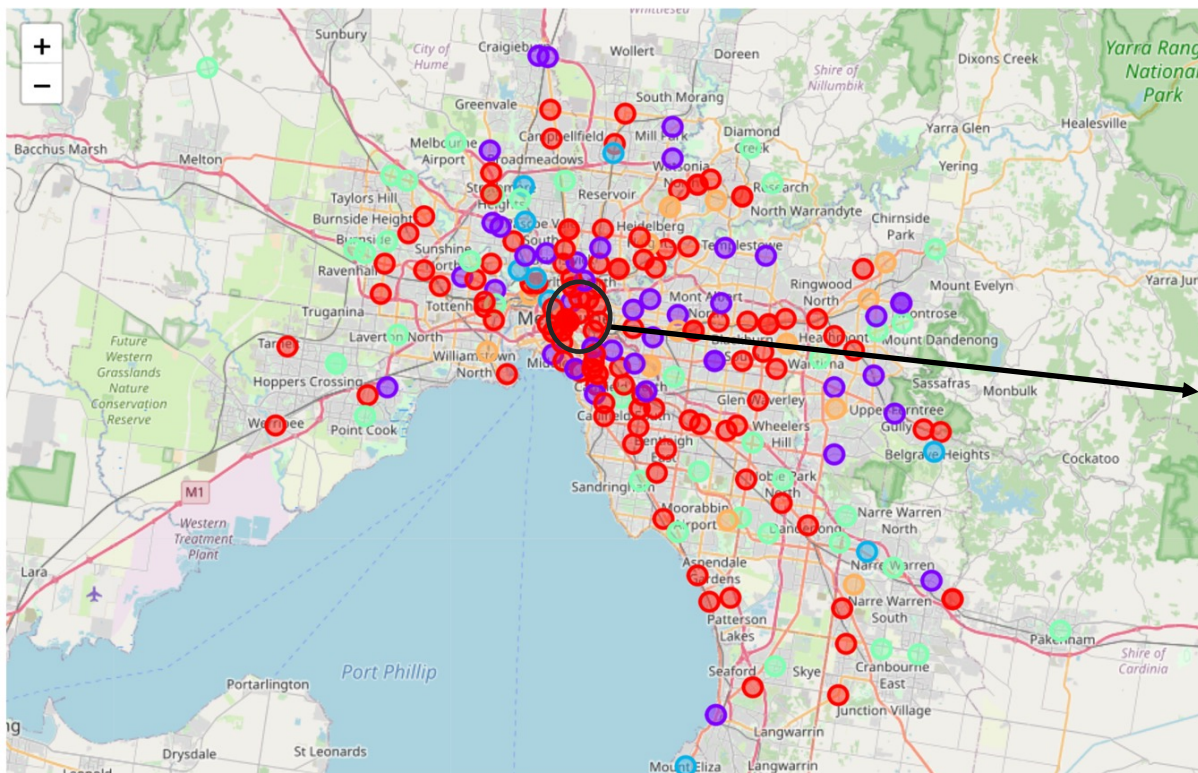
- Suburbs of Cluster 0 contains 126 suburbs
- Asian restaurants followed by Chinese and Vietnamese restaurants are the top3 picks in the 1st most common restaurants.
- Afghan restaurants are also very popular as the 2nd most common restaurants in these suburbs.
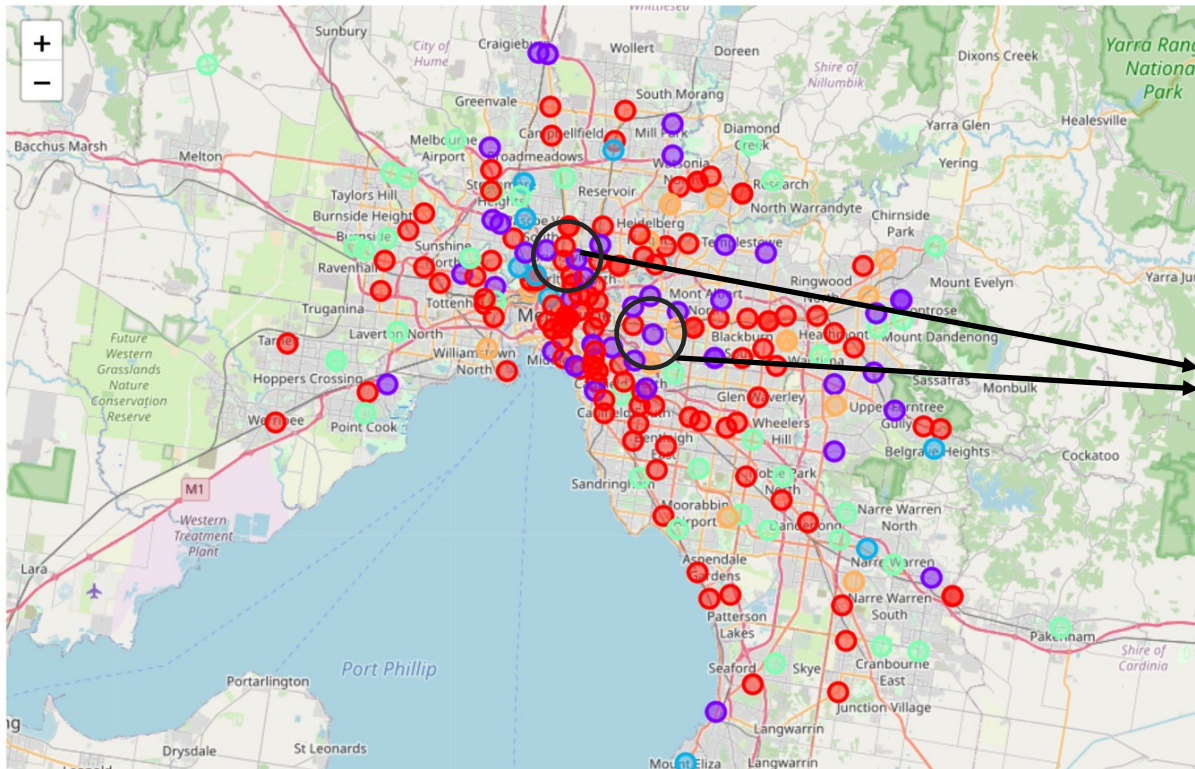
CLUSTER 0: ASIAN RESTAURANTS

- Most of the suburbs are located in the CBD region and the east, south east, north and west corridors in Melbourne.

CLUSTER 1: ITALIAN RESTAURANTS

Popular Restaurants in Class 1

- Cluster 1 contains 42 suburbs and are mainly located at the east, north inner and outer city regions.
- The most popular restaurant is dominated by the Italian restaurants.
- Afghan restaurants occupies most popular positions as the 2nd and 3rd most common restaurants in these suburbs.

CLUSTER 2: MIDDLE EASTERN RESTAURANTS

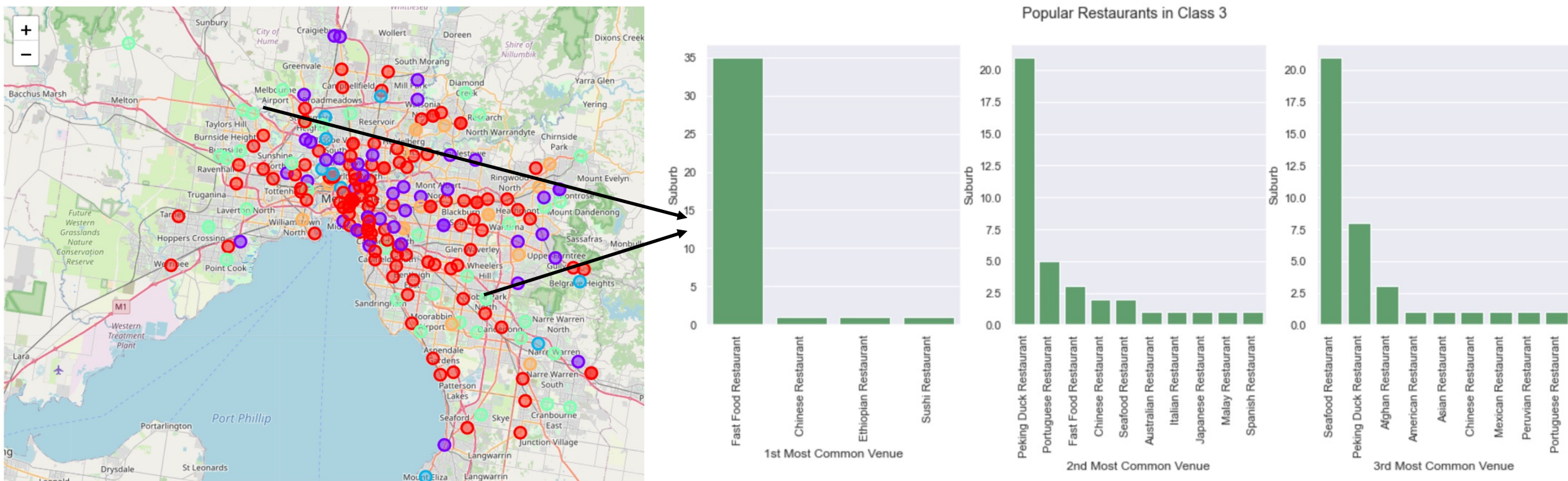Popular Restaurants in Class 2
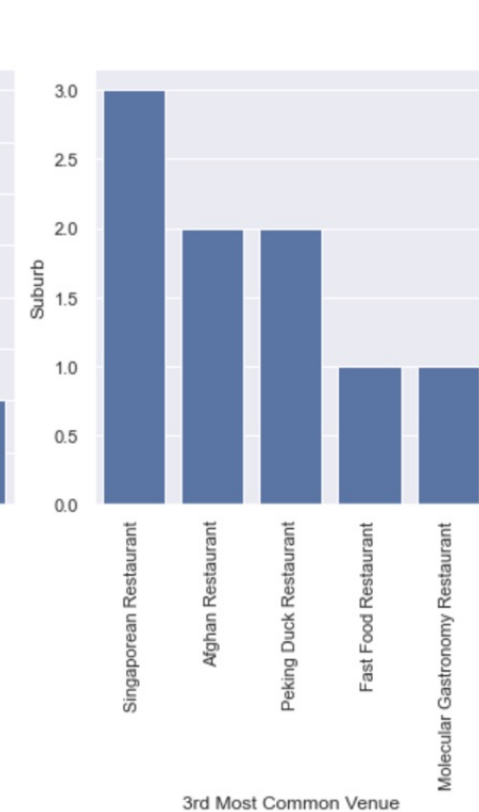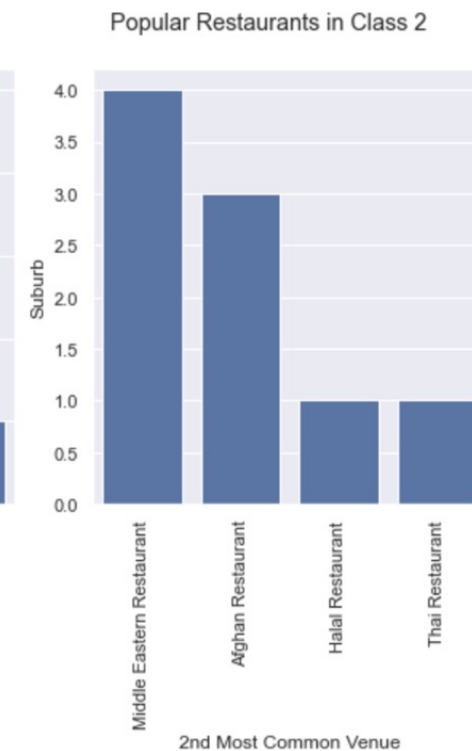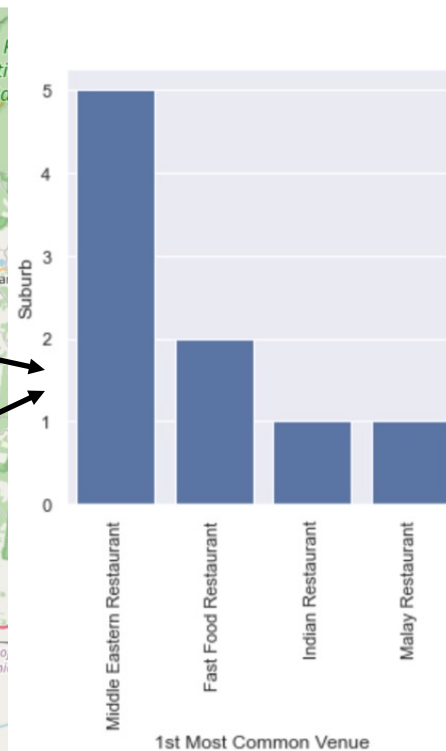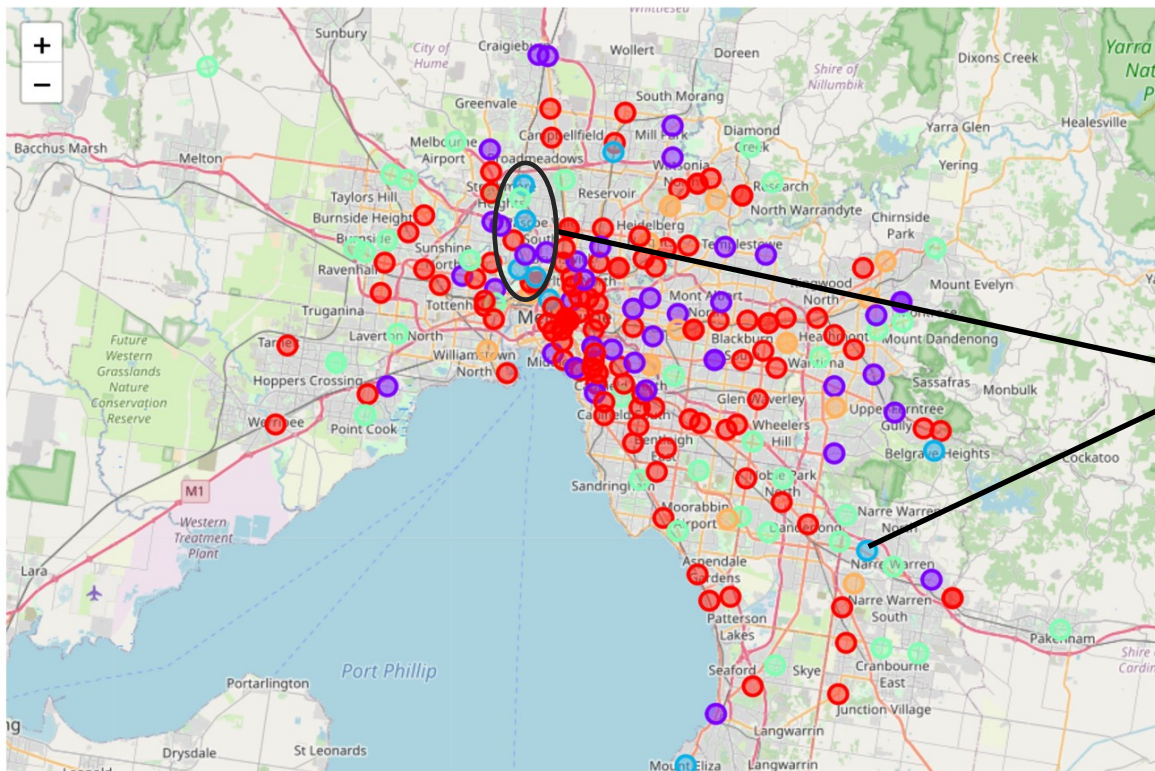
- Cluster 2 contains 9 suburbs and are located at the west inner city, north and far east regions of Melbourne.
- People in these suburbs has a preference of middle/eastern food, afghan food and fast food over other options.

CLUSTER 3: FAST FOOD RESTAURANTS

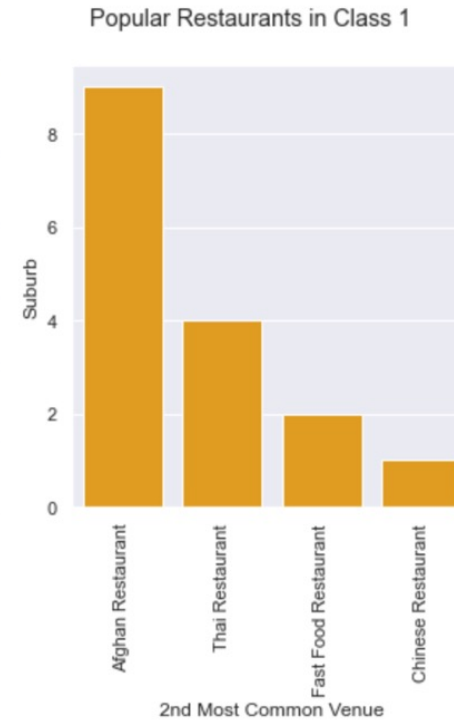Popular Restaurants in Class 3

- Cluster 3 contains 38 suburbs and are located in the exurban region of Melbourne.
- People's choices are limited to fast food restaurants, together with Pecking duck and Seafood restaurants as their 2nd and 3rd choices.

CLUSTER 4 : THAI RESTAURANTS

Popular Restaurants in Class 1
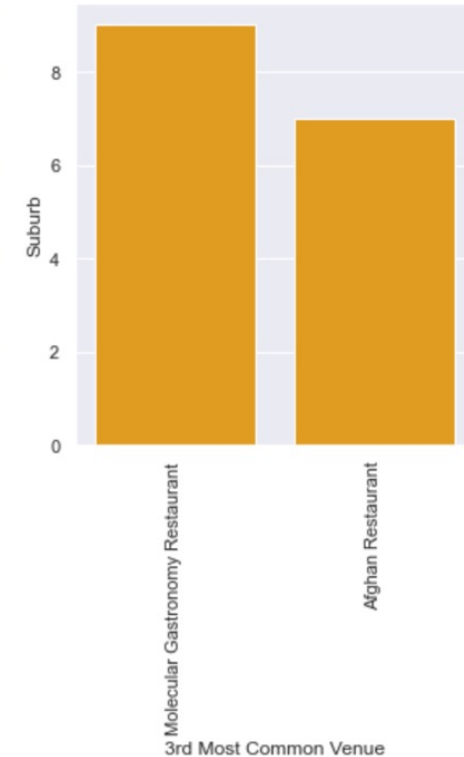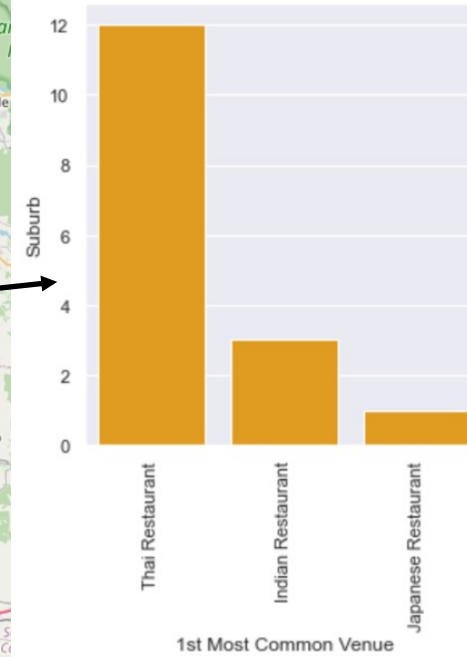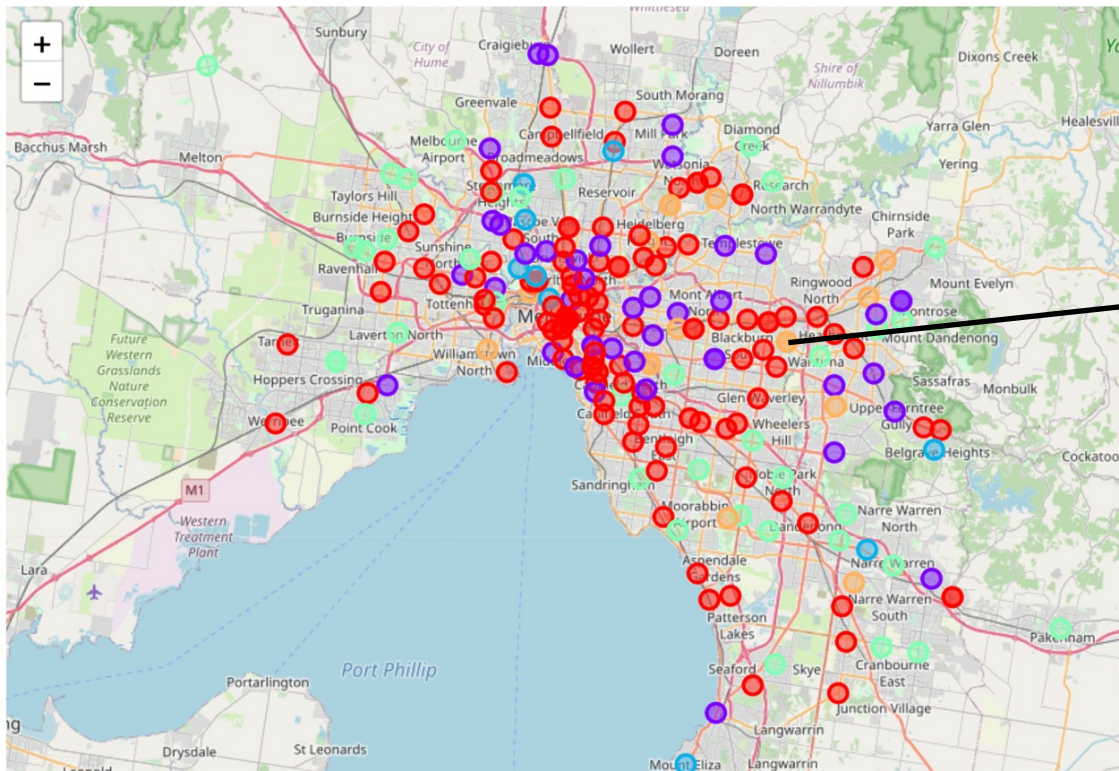
- Cluster 4 contains 16 suburbs and are located at north west corridor and exurban of the far east and south east of Melbourne.
- Thai restaurants are the most popular place.
- Afghan restaurants, Indian restaurants and fast food are follower ups.

MELBOURNE FUTURE GROWTH PLAN

- Melbourne future growth directions are to the west, north and south east..

Map 1

Melbourne's urban growth

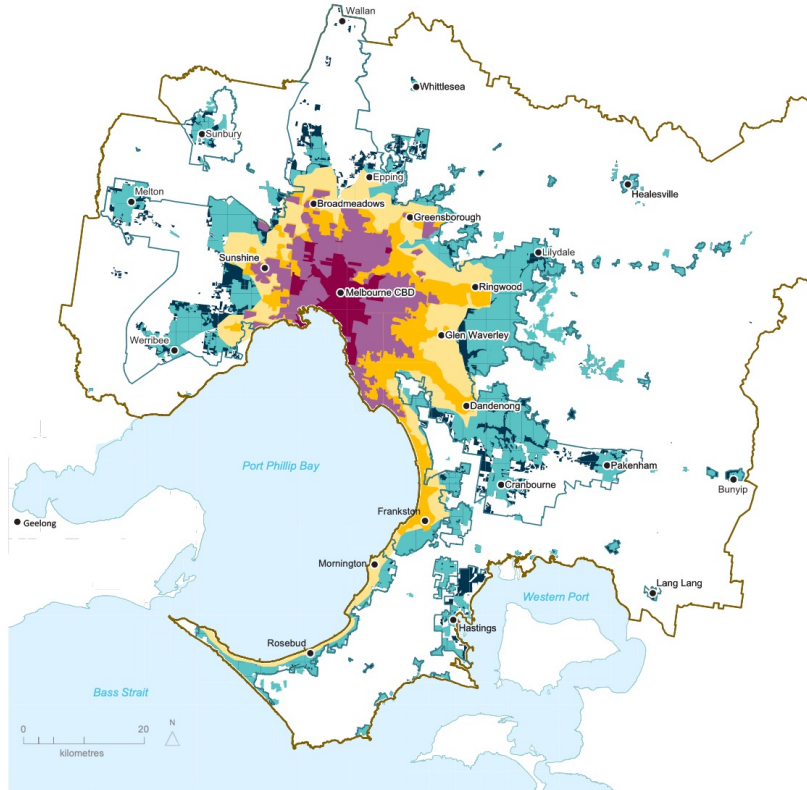Year
- 1883
- 1927
- 1954
- 1971
- 2001
- 2015

— Urban growth boundary (2016)
▢ Metropolitan Melbourne region

Source: Department of Environment, Land, Water and Planning

Map 14

Metropolitan and major activity centres

- ★ Central city
- ● Metropolitan activity centre
- ● Metropolitan activity centre — future
- · Major activity centre
- · Major activity centre — future
- — Urban growth boundary
- ▨ Urban area
- ▨ Growth area
- ▢ Green wedge land
- ⁓ Road network
- ⁓ Rail network
- — Waterway
- ▢ Waterbody
- ▢ Metropolitan Melbourne region
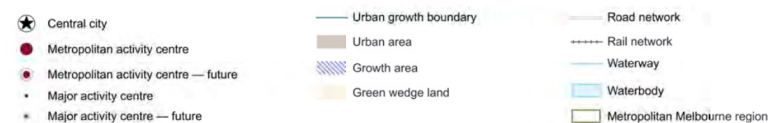
JOB OPPORTUNITIES IN MELBOURNE

- Melbourne's south east corridor continuous to provide more jobs.

Job density

HIGH — LOW

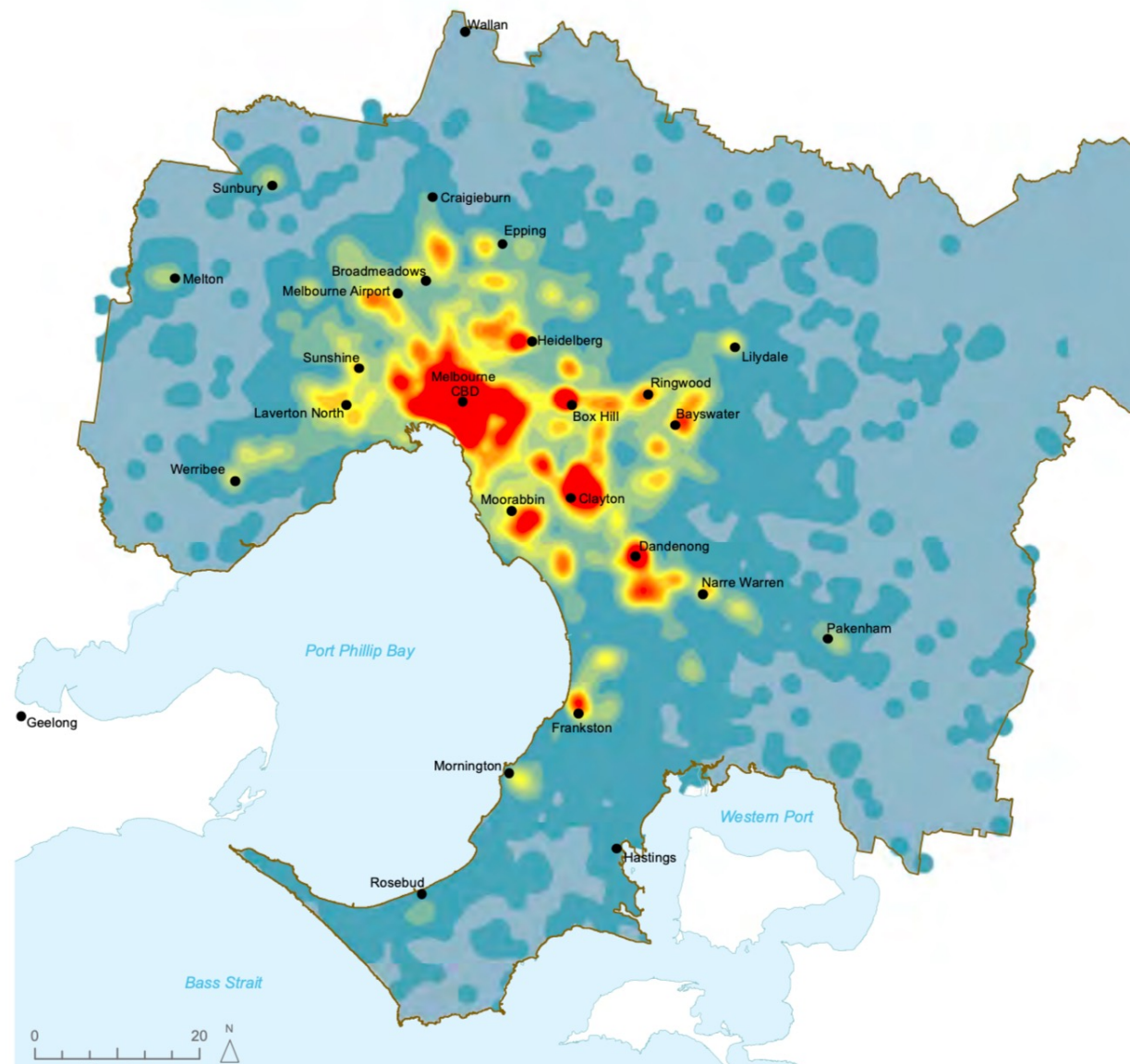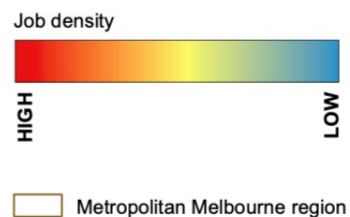Metropolitan Melbourne region

Map 12

Jobs across Melbourne

CONCLUSIONS:

- People can find most of the restaurants in the CBD and along almost all the city corridors to the east, south east, north and south west suburbs.
- The Asian cuisines (including Thai, Vietnamese, Japanese, Chinese, Indian, Malay and et. al.), Italian restaurants, and fast food restaurants exceed in large numbers.
- In the east and north inner city, there is a Italian restaurant domination.
- In the North west corridors and some far from city suburbs in the east and south east, middle eastern food are popular.
- In the exurban areas Thai and fast food becomes most common choices.
- The data also suggested that the fast food becomes the most common choices is because of the lack of other choices. At the meantime, most suburbs see the existance of the Afghan restaurants.

In conclusion, the far south east has the most potential to start or invest in a restaurant business as it still lacks restaurant diversity. At the moment, people's choice is constraint to the fast food. In a future as the city growth, we are expected to see a boom of restaurant diversity. We would like to recommend to start/ invest in an Afghan or Asian restaurant as they are the most popular choices in the similar suburbs.

References:

[1] https://www.planmelbourne.vic.gov.au.

[2] https://en.wikipedia.org/wiki/List_of_Melbourne_suburbs