Battle of Neighbourhoods

Problem description and discussion of the background

Introduction

Prospects of lunch Restaurants close to office are in Tokyo, Japan

Tokyo is the most populated metropolitan area in the world. It is one of the best places to start up new business. During the day time, especially in the morning and lunch hours, office area provides huge opportunities for restaurants. Reasonably priced (one lunch meal 8$) shops are usually always full during the lunch hours (11 am — 2 pm) and, given this scenario, we will go through the pros and cons of opening a breakfast cum lunch restaurant in highly dense office places. Usually the profit margin for a decent restaurant lie within 15−20% range but, it can even go high enough to 35%. The core of Tokyo is made of 23 wards (municipalities) but, I will concentrate on 5 busiest business wards of Tokyo — Chiyoda, Chuo, Shinjuku, Shibuya and Shinagawa to target daily office workers.

We will go through each step of this project and address them separately. I first outline the initial data preparation and describe future steps to start the battle of neighbourhood's in Tokyo.

Target Audience

What type of clients or a group of people would be interested in this project?

1. Business personnel who want to invest or open a restaurant. This analysis will be a comprehensive guide to start or expand restaurants targeting the large pool of office workers in Tokyo during lunch hours.

2. Freelancer who loves to have their own restaurant as a side business. This analysis will give an idea, how beneficial it is to open a restaurant and what are the pros and cons of this business.

3. New graduates, to find reasonable lunch/breakfast place close to office.

4. Budding Data Scientists, who want to implement some of the most used Exploratory Data Analysis techniques to obtain necessary data, analyse it, and, finally be able to tell a story out of it.

Data Section

For this week describing the initial data preparation and future steps to start the battle of neighbourhoods in Tokyo.

1. Obtain Data
    a. Name the 23 wards, area and population from web scrapping.
    b. Obtain information about best business districts.
    c. Use foursquare data to obtain info about restaurants.
2. Data Visualization and some simple statistical analysis.
3. Analysis using clustering, specially K-Means Clustering
    a. Maximize number of clusters.
    b. Visualize using Chloropleth Map.
4. Compare the Neighbourhood to find the best place for starting up a restaurant.
5. Inference from the results and related conclusions.