

# Battle of the Neighborhoods: Tokyo Restaurants and Coffee Shops

By: Jason Robson

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### Introduction

Kentaro is a financial adviser for Fujitsu and recently moved to an apartment in Tokyo, Japan. Kentaro recently had success in the stock market and wants to leave the telecommunication business. Kentaro wants to open new restaurant or coffee shop in the Tokyo area. If the business is successful, Kentaro plans to leave Fujitsu and devote his time to the new business. Kentaro does not know where to begin. When he walks the streets of Tokyo, he sees all kinds of different restaurants and coffee shops. He wants to develop an idea of what types of restaurants and coffee shops are common in Tokyo's special wards. Tokyo, Japan has 23 special wards. Kentaro wants to know what ward to open his business and what type of business he should open.

### Data Description

The type of data selected for Kentaro consists of Tokyo, Japan special wards. This data will be acquired from a Wikipedia page:

[https://en.wikipedia.org/wiki/Special\\_wards\\_of\\_Tokyo#List\\_of\\_special\\_wards](https://en.wikipedia.org/wiki/Special_wards_of_Tokyo#List_of_special_wards) Data will be collected on special ward name, population, density, area, and major districts. (Table 1) This information will be used to collect information on the various coffee shops and restaurants in a specific ward using Foursquare. The information will be clustered based on the results. A suggestion will be made whether Kentaro should open a coffee shop or restaurant and where he should open it.

**Table 1. Tokyo, Japan Special Wards.**

	No.	Flag	Name	Kanji	Population(as of October 2016	Density(/km2)	Area(km2)	Major districts
0	01	NaN	Chiyoda	千代田区	59441	5100	11.66	Nagatachō, Kasumigaseki, Ōtemachi, Marunouchi,...
1	02	NaN	Chūō	中央区	147620	14460	10.21	Nihonbashi, Kayabachō, Ginza, Tsukiji, Hatchōb...
2	03	NaN	Minato	港区	248071	12180	20.37	Odaiba, Shinbashi, Hamamatsuchō, Mita, Roppong...
3	04	NaN	Shinjuku	新宿区	339211	18620	18.22	Shinjuku, Takadanobaba, Ōkubo, Kagurazaka, Ich...
4	05	NaN	Bunkyo	文京区	223389	19790	11.29	Hongō, Yayoi, Hakusan
5	06	NaN	Taitō	台東区	200486	19830	10.11	Ueno, Asakusa
6	07	NaN	Sumida	墨田区	260358	18910	13.77	Kinshichō, Morishita, Ryōgoku
7	08	NaN	Kōtō	江東区	502579	12510	40.16	Kiba, Ariake, Kameido, Tōyōchō, Monzennakachō,...
8	09	NaN	Shinagawa	品川区	392492	17180	22.84	Shinagawa, Gotanda, Ōsaki, Hatanodai, Ōimachi,...
9	10	NaN	Meguro	目黒区	280283	19110	14.67	Meguro, Nakameguro, Jiyugaoka, Komaba, Aobadai
10	11	NaN	Ōta	大田区	722608	11910	60.66	Ōmori, Kamata, Haneda, Den-en-chōfu
11	12	NaN	Setagaya	世田谷区	910868	15690	58.05	Setagaya, Shimokitazawa, Kinuta, Karasuyama, T...
12	13	NaN	Shibuya	渋谷区	227850	15080	15.11	Shibuya, Ebisu, Harajuku, Daikanyama, Hiroo, S...
13	14	NaN	Nakano	中野区	332902	21350	15.59	Nakano
14	15	NaN	Suginami	杉並区	570483	16750	34.06	Kōenji, Asagaya, Ogikubo
15	16	NaN	Toshima	豊島区	294673	22650	13.01	Ikebukuro, Komagome, Senkawa, Sugamo
16	17	NaN	Kita	北区	345063	16740	20.61	Akabane, Ōji, Tabata
17	18	NaN	Arakawa	荒川区	213648	21030	10.16	Arakawa, Machiya, Nippori, Minamisenju
18	19	NaN	Itabashi	板橋区	569225	17670	32.22	Itabashi, Takashimadaira
19	20	NaN	Nerima	練馬区	726748	15120	48.08	Nerima, Ōizumi, Hikarigaoka
20	21	NaN	Adachi	足立区	674067	12660	53.25	Ayase, Kitasenju, Takenotsuka
21	22	NaN	Katsushika	葛飾区	447140	12850	34.80	Tateishi, Aoto, Kameari, Shibamata
22	23	NaN	Edogawa	江戸川区	685899	13750	49.90	Kasai, Koiba

Information on the special wards of Toyko, Japan.

## Methodology

Table 1 contains more information than is needed to make a conclusion for Kentaro. The data underwent cleaning using Python and Pandas. The flag and Kanji columns were removed. Population, density, and area were renamed. Longitude and Latitude of each special ward was added to the data frame using Geocoders. The result can be seen in Table 2. Foursquare was then used to collect all the venues near Tokyo. The radius was set to 500 and a limit of 100 venues. Foursquare determined there are 31 coffee shops and 45 unique categories of restaurants in the Tokyo area. The mean and frequency were then calculated for all the coffee shops and restaurants. The 45 unique categories of restaurants required further analysis. Foursquare was used to find the top ten most common venues in each special ward. K-means was used to cluster restaurant venue data into clusters based on the similarities (mean) of venue categories. The coordinates of Tokyo, Japan were used to generate a map and the five clusters were assigned to the map.

**Table 2. New Tokyo, Japan Special Wards.**

No.	Name	Population	Density	Area	Major districts	Latitude	Longitude	
0	01	Chiyoda	59441	5100	11.66	Nagatachō, Kasumigaseki, Ōtemachi, Marunouchi,...	35.693810	139.753216
1	02	Chūō	147620	14460	10.21	Nihonbashi, Kayabachō, Ginza, Tsukiji, Hatchōb...	35.666255	139.775565
2	03	Minato	248071	12180	20.37	Odaiba, Shinbashi, Hamamatsuchō, Mita, Roppong...	35.643227	139.740055
3	04	Shinjuku	339211	18620	18.22	Shinjuku, Takadanobaba, Ōkubo, Kagurazaka, Ich...	35.693763	139.703632
4	05	Bunkyo	223389	19790	11.29	Hongō, Yayoi, Hakusan	35.718810	139.744732
5	06	Taitō	200486	19830	10.11	Ueno, Asakusa	35.717450	139.790859
6	07	Sumida	260358	18910	13.77	Kinshichō, Morishita, Ryōgoku	35.700429	139.805017
7	08	Kōtō	502579	12510	40.16	Kiba, Ariake, Kameido, Tōyōchō, Monzennakachō,...	35.649154	139.812790
8	09	Shinagawa	392492	17180	22.84	Shinagawa, Gotanda, Ōsaki, Hatanodai, Ōimachi,...	35.599252	139.738910
9	10	Meguro	280283	19110	14.67	Meguro, Nakameguro, Jiyugaoka, Komaba, Aobadai	35.621250	139.688014
10	11	Ōta	722608	11910	60.66	Ōmori, Kamata, Haneda, Den-en-chōfu	35.561206	139.715843
11	12	Setagaya	910868	15690	58.05	Setagaya, Shimokitazawa, Kinuta, Karasuyama, T...	35.646096	139.656270
12	13	Shibuya	227850	15080	15.11	Shibuya, Ebisu, Harajuku, Daikanyama, Hiroo, S...	35.664596	139.698711
13	14	Nakano	332902	21350	15.59	Nakano	35.718123	139.664468
14	15	Suginami	570483	16750	34.06	Kōenji, Asagaya, Ogikubo	35.699493	139.636288
15	16	Toshima	294673	22650	13.01	Ikebukuro, Komagome, Senkawa, Sugamo	35.736156	139.714222
16	17	Kita	345063	16740	20.61	Akabane, Ōji, Tabata	-0.220164	-78.512327
17	18	Arakawa	213648	21030	10.16	Arakawa, Machiya, Nippori, Minamisenju	35.737529	139.781310
18	19	Itabashi	569225	17670	32.22	Itabashi, Takashimadaira	35.774143	139.681209
19	20	Nerima	726748	15120	48.08	Nerima, Ōizumi, Higarigaoka	35.748360	139.638735
20	21	Adachi	674067	12660	53.25	Ayase, Kitasenju, Takenotsuka	35.783703	139.795319
21	22	Katsushika	447140	12850	34.80	Tateishi, Aoto, Kameari, Shibamata	35.751733	139.863816
22	23	Edogawa	685899	13750	49.90	Kasai, Koiwa	35.678278	139.871091

Columns adjusted and longitude and latitude added.

## Results

There are 31 coffee shops and 45 unique categories of restaurants in the Tokyo area. Table 3 shows the coffee shop count for each special ward. Chiyoda, Taitō, Chūō are the top three special wards with the most coffee shops. Table 4 shows the top five restaurant venues by category. Ramen, Japanese, and Chinese make up the top three restaurants by venue. The top

three special wards with the most restaurants are Chūō with 57, Ōta with 41, and Chiyoda with 31 unique restaurants.

Five clusters were created using K-means (below). Cluster 0 consisted of four special wards: Chūō, Bunkyo, Meguro, and Adachi. The most common venues of Cluster 0 are sushi, Indian, and Chinese restaurants. K-clustering placed 14 special wards into Cluster 1. Ramen, Soba, Japanese, Chinese, and Donburi restaurants were the most common venues. Clusters 2 and 3 got smaller with only two special wards per cluster. Cluster 4 was the smallest with one special ward. All five clusters were mapped to Tokyo, Japan using folium. (Map 1). Each cluster is color coded.

**Table 3. Coffee Shop Count by Special Ward.**

Special Ward	Coffee Shop Count
Chiyoda	7
Taitō	6
Chūō	4
Kita	3
Shibuya	3
Katsushika	2
Meguro	1
Minato	1
Nakano	1
Shinjuku	1
Suginami	1
Sumida	1

Coffee shop count by special ward

**Table 4. Top 5 Restaurant Venues.**

Venue Category	Count
Ramen Restaurant	52
Japanese Restaurant	45
Chinese Restaurant	34
Sushi Restaurant	28
Italian Restaurant	22

Top five restaurant venues by category.

## Cluster 0.

	Ward	Major districts	Latitude	Longitude	Cluster Labels	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Most Common Venue	7th Most Common Venue	8th Most Common Venue	9th Most Common Venue	10th Most Common Venue
1	Chūō	Ninonbashi, Kayabachō, Ginza, Tsukiji, Hatchōbō...	35.686255	139.775595	0	Sushi Restaurant	Japanese Restaurant	Soba Restaurant	Italian Restaurant	Seafood Restaurant	Unagi Restaurant	Donburi Restaurant	Tempura Restaurant	Ramen Restaurant	Yoshoku Restaurant
4	Bunkyo	Hongō, Yayoi, Hakusan	35.718810	139.744732	0	Indian Restaurant	Chinese Restaurant	Japanese Restaurant	Szechuan Restaurant	Yoshoku Restaurant	Kushikatsu Restaurant	Kosher Restaurant	Korean Restaurant	Kebab Restaurant	Kaiseki Restaurant
9	Meguro	Meguro, Nakameguro, Jiyugaoka, Komaba, Aobadai	35.621250	139.685014	0	Chinese Restaurant	Japanese Restaurant	Sushi Restaurant	Italian Restaurant	Hotpot Restaurant	Kushikatsu Restaurant	Kosher Restaurant	Korean Restaurant	Kebab Restaurant	Kaiseki Restaurant
20	Adachi	Ayase, Kitasenju, Takenotsuka	35.783703	139.795319	0	Restaurant	Japanese Restaurant	Italian Restaurant	Yoshoku Restaurant	Indian Restaurant	Kushikatsu Restaurant	Kosher Restaurant	Korean Restaurant	Kebab Restaurant	Kaiseki Restaurant

## Cluster 1.

	Ward	Major districts	Latitude	Longitude	Cluster Labels	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Most Common Venue	7th Most Common Venue	8th Most Common Venue	9th Most Common Venue	10th Most Common Venue
0	Chiyoda	Nagatachō, Kasumigaseki, Ōtemachi, Marunouchi,...	35.683810	139.753216	1	Ramen Restaurant	Chinese Restaurant	Japanese Curry Restaurant	Indian Restaurant	French Restaurant	Japanese Restaurant	Restaurant	Italian Restaurant	Sushi Restaurant	Soba Restaurant
2	Minato	Odaike, Shinbashi, Hamamatsuchō, Mita, Roppongi...	35.643227	139.740055	1	Soba Restaurant	Yakitori Restaurant	Kosher Restaurant	Chinese Restaurant	Kebab Restaurant	Kaiseki Restaurant	French Restaurant	Japanese Restaurant	Indian Restaurant	Italian Restaurant
3	Shinjuku	Shinjuku, Takadanobaba, Ōkubo, Kagurazaka, Ioh...	35.693783	139.703932	1	Ramen Restaurant	Chinese Restaurant	Japanese Restaurant	Italian Restaurant	Soba Restaurant	Tonkatsu Restaurant	Yoshoku Restaurant	Brazilian Restaurant	Yakitori Restaurant	Thai Restaurant
5	Taitō	Ueno, Asakusa	35.717450	139.760859	1	Soba Restaurant	Ramen Restaurant	Japanese Restaurant	Sushi Restaurant	Sukiyaki Restaurant	Italian Restaurant	Monjayaki Restaurant	Unagi Restaurant	Chinese Restaurant	Nabe Restaurant
6	Sumida	Kinshichō, Morishita, Ryōgoku	35.700429	139.805017	1	Japanese Restaurant	Unagi Restaurant	Chinese Restaurant	Tonkatsu Restaurant	Ramen Restaurant	Yoshoku Restaurant	Indian Restaurant	Kosher Restaurant	Korean Restaurant	Kebab Restaurant
8	Shinagawa	Shinagawa, Gotanda, Ōsaki, Hatanodai, Ōmachi,...	35.596252	139.738910	1	Donburi Restaurant	Restaurant	Japanese Restaurant	Soba Restaurant	Sushi Restaurant	Yoshoku Restaurant	Indian Restaurant	Kosher Restaurant	Korean Restaurant	Kebab Restaurant
10	Ōta	Ōmori, Kamata, Haneda, Den-en-chōfū	35.561206	139.715843	1	Ramen Restaurant	Japanese Restaurant	Chinese Restaurant	Tonkatsu Restaurant	Dumpling Restaurant	Italian Restaurant	Sushi Restaurant	Yoshoku Restaurant	Japanese Curry Restaurant	Korean Restaurant
11	Setagaya	Setagaya, Shimokitazawa, Kinusa, Karasuyama T.,...	35.648096	139.656270	1	Ramen Restaurant	Restaurant	Unagi Restaurant	Japanese Restaurant	Fast Food Restaurant	Szechuan Restaurant	Indian Restaurant	Italian Restaurant	Korean Restaurant	Kebab Restaurant
12	Shibuya	Shibuya, Ebisu, Harajuku, Daikanyama, Hiroo, S...	35.664596	139.698711	1	Chinese Restaurant	Ramen Restaurant	French Restaurant	Sushi Restaurant	Japanese Restaurant	Restaurant	Mongolian Restaurant	Donburi Restaurant	Shabu-Shabu Restaurant	South Indian Restaurant
13	Nakano	Nakano	35.718123	139.654468	1	Ramen Restaurant	Italian Restaurant	Chinese Restaurant	Donburi Restaurant	Korean Restaurant	Japanese Restaurant	Yoshoku Restaurant	Kushikatsu Restaurant	Kosher Restaurant	Kebab Restaurant
14	Suginami	Kōenji, Asagaya, Ogikubo	35.699493	139.636288	1	Ramen Restaurant	Italian Restaurant	Asian Restaurant	Chinese Restaurant	Dumpling Restaurant	Soba Restaurant	Japanese Restaurant	Kosher Restaurant	Korean Restaurant	Kebab Restaurant
15	Toshima	Ikabukuro, Komagome, Senkawa, Sugano	35.738156	139.714222	1	Ramen Restaurant	Japanese Restaurant	Chinese Restaurant	Soba Restaurant	Yoshoku Restaurant	Donburi Restaurant	Dongbei Restaurant	Middle Eastern Restaurant	Thai Restaurant	Tonkatsu Restaurant
17	Arakawa	Arakawa, Inaohji, Nippori, Minamisenju	35.737529	139.781310	1	Ramen Restaurant	Chinese Restaurant	Italian Restaurant	Donburi Restaurant	Korean Restaurant	Japanese Restaurant	Indian Restaurant	Yoshoku Restaurant	Kushikatsu Restaurant	Kosher Restaurant
21	Katsushika	Tateishi, Aoto, Kameari, Shibamata	35.751733	139.803816	1	Donburi Restaurant	Ramen Restaurant	Korean Restaurant	Dumpling Restaurant	Japanese Restaurant	Indian Restaurant	Yoshoku Restaurant	Italian Restaurant	Kushikatsu Restaurant	Kosher Restaurant

## Cluster 2.

	Ward	Major districts	Latitude	Longitude	Cluster Labels	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Most Common Venue	7th Most Common Venue	8th Most Common Venue
7	Kōtō	Kiba, Ariake, Kameido, Tōyōchō, Monzennakachō,...	35.649154	139.812790	2	Chinese Restaurant	Restaurant	Yoshoku Restaurant	Indian Restaurant	Kushikatsu Restaurant	Kosher Restaurant	Korean Restaurant	Kebab Restaurant
16	Kita	Akabane, Ōji, Tabata	-0.220164	-78.512327	2	Restaurant	South American Restaurant	Vegetarian / Vegan Restaurant	Cajun / Creole Restaurant	Seafood Restaurant	French Restaurant	Yoshoku Restaurant	Italian Restaurant

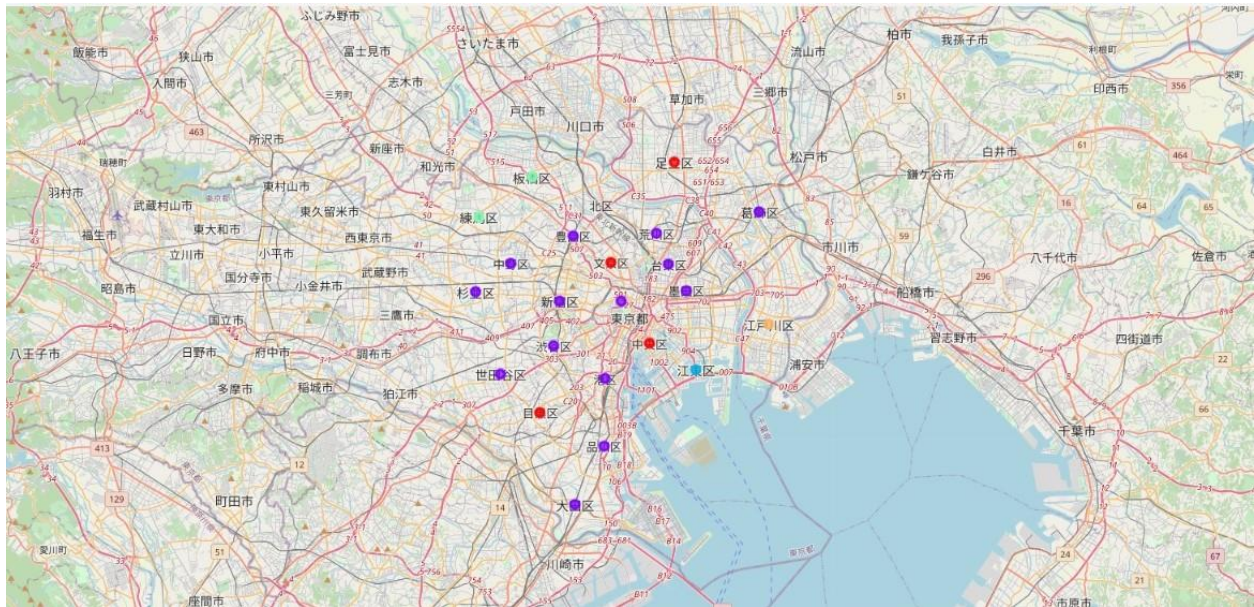
### Cluster 3.

	Ward	Major districts	Latitude	Longitude	Cluster Labels	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Most Common Venue	7th Most Common Venue	8th Most Common Venue
18	Itabashi	Itabashi, Takashimadaira	35.774143	139.681209	3	Chinese Restaurant	Italian Restaurant	Yoshoku Restaurant	Indian Restaurant	Kushikatsu Restaurant	Kosher Restaurant	Korean Restaurant	Kebab Restaurant
19	Nerima	Nerima, Ōizumi, Hikarigaoka	35.748360	139.638735	3	Chinese Restaurant	Yoshoku Restaurant	Indian Restaurant	Kushikatsu Restaurant	Kosher Restaurant	Korean Restaurant	Kebab Restaurant	Kaiseki Restaurant

### Cluster 4.

	Ward	Major districts	Latitude	Longitude	Cluster Labels	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Most Common Venue	7th Most Common Venue	8th Most Common Venue
22	Edogawa	Kasai, Koiwa	35.678278	139.871091	4	Ramen Restaurant	Italian Restaurant	Yoshoku Restaurant	Indian Restaurant	Kushikatsu Restaurant	Kosher Restaurant	Korean Restaurant	Kebab Restaurant

### Map 1. Tokyo, Japan with Restaurant Venue Clusters.



Red= Cluster 0 Purple = Cluster 1 Blue = Cluster 2 Green = Cluster 3 Orange = Cluster 4

## Discussion

Before bringing it all together, we must remember the business problem. Kentaro wants to open either a coffee shop or a restaurant in Tokyo, Japan. Kentaro does not know what ward to open his business and what type of business he should open. The collected data should be able to answer his questions.

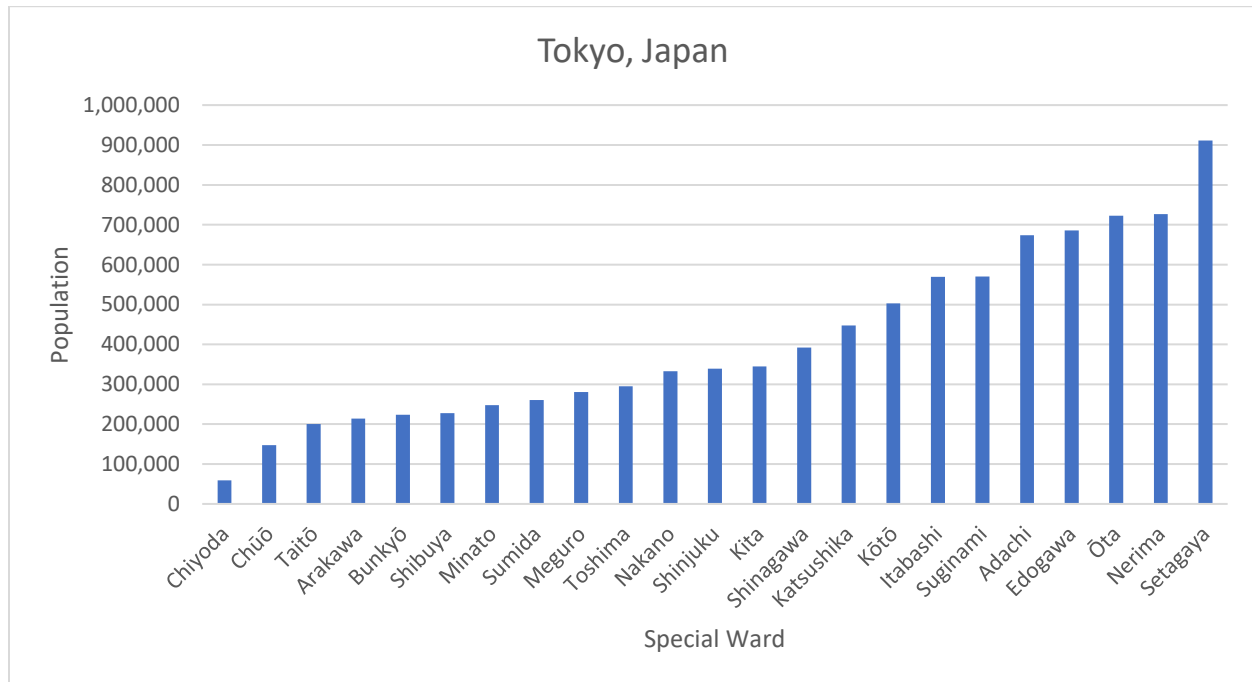
The data shows there are 31 coffee shops in the Tokyo area. The data further shows that there are 45 unique categories of restaurants in the Tokyo area. The initial observation is for Kentaro to open a coffee shop. It is still a developing business venture in Tokyo, Japan. But we need one more piece of data.

Chart 1 details Tokyo, Japan special wards by population. Setagaya has the highest population. Chiyoda has the smallest population. Interestingly, Chiyoda has the smallest population but the most coffee shops at seven. Chiyoda also has 31 restaurants. Its most common restaurant venue is Ramen. Chūō has the second smallest population with four coffee shops and 57 restaurants. Its most common restaurant venue is sushi. Ōta has 41 restaurant venues and the higher population than Chiyoda and Chūō. Its most common restaurant venue is Ramen.

Based on the data, it can be determined that Chiyoda, Chūō, and Ōta special wards are hotspots for food and drink. The data suggests that people migrate from where they live to those three main special wards for food and drink. Chiyoda and Chūō have small populations, but a considerable number of coffee shops and restaurants. Ōta Foursquare data does not show any coffee shops but returns 41 restaurants. There is potentially an untapped market in coffee in the Ōta ward.

I would advise Kentaro to investigate opening a coffee shop in Ōta. There is opportunity in that area to grow and develop as a business. If Kentaro decides to open a restaurant, I would suggest opening it in those three main special wards. I would also advise that the restaurant deviate from the common venues of ramen, Japanese, Chinese, and sushi. I would further suggest that qualitative data be collected in those three main special wards. Surveys and one-on-one interviews will help in differentiating his business from others.

**Chart 1. Population of Tokyo, Japan Special Wards.**



Tokyo, Japan special ward populations.

## Conclusion

Kentaro wanted help in deciding what type of business to open and where. My conclusion, based on the Foursquare data, is for Kentaro to open a coffee shop in Ōta. The special ward has a dense population and a lively restaurant industry. There is potential in opening a coffee shop and differentiating it from other businesses.

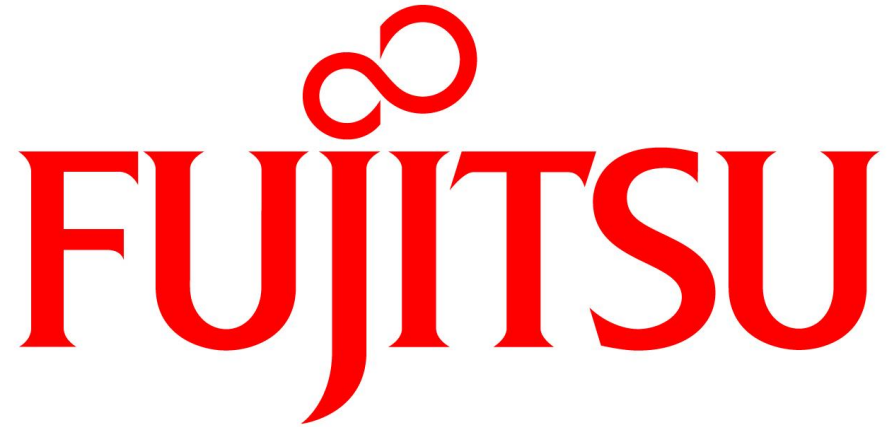
If Kentaro decides to open a restaurant, Chiyoda, Chuō, Ōta were determined to be food and drink hotspots. The most common venues in those areas consist of sushi, ramen, Japanese, and Chinese restaurants. My advice to Kentaro would be to avoid opening those common venues in those areas and to focus on something that differentiates from the common venues.



# **BATTLE OF THE NEIGHBORHOODS: TOKYO, JAPAN**

Coffee Shops and Restaurants

By: Jason Robson



# Business Problem

- Kentaro is a financial adviser for Fujitsu
- Kentaro recently had success in the stock market and wants to leave the telecommunication business
- Kentaro wants to open new restaurant or coffee shop in the Tokyo area.
- Tokyo, Japan has 23 special wards.
- Kentaro wants to know what ward to open his business and what type of business he should open

# Data Description

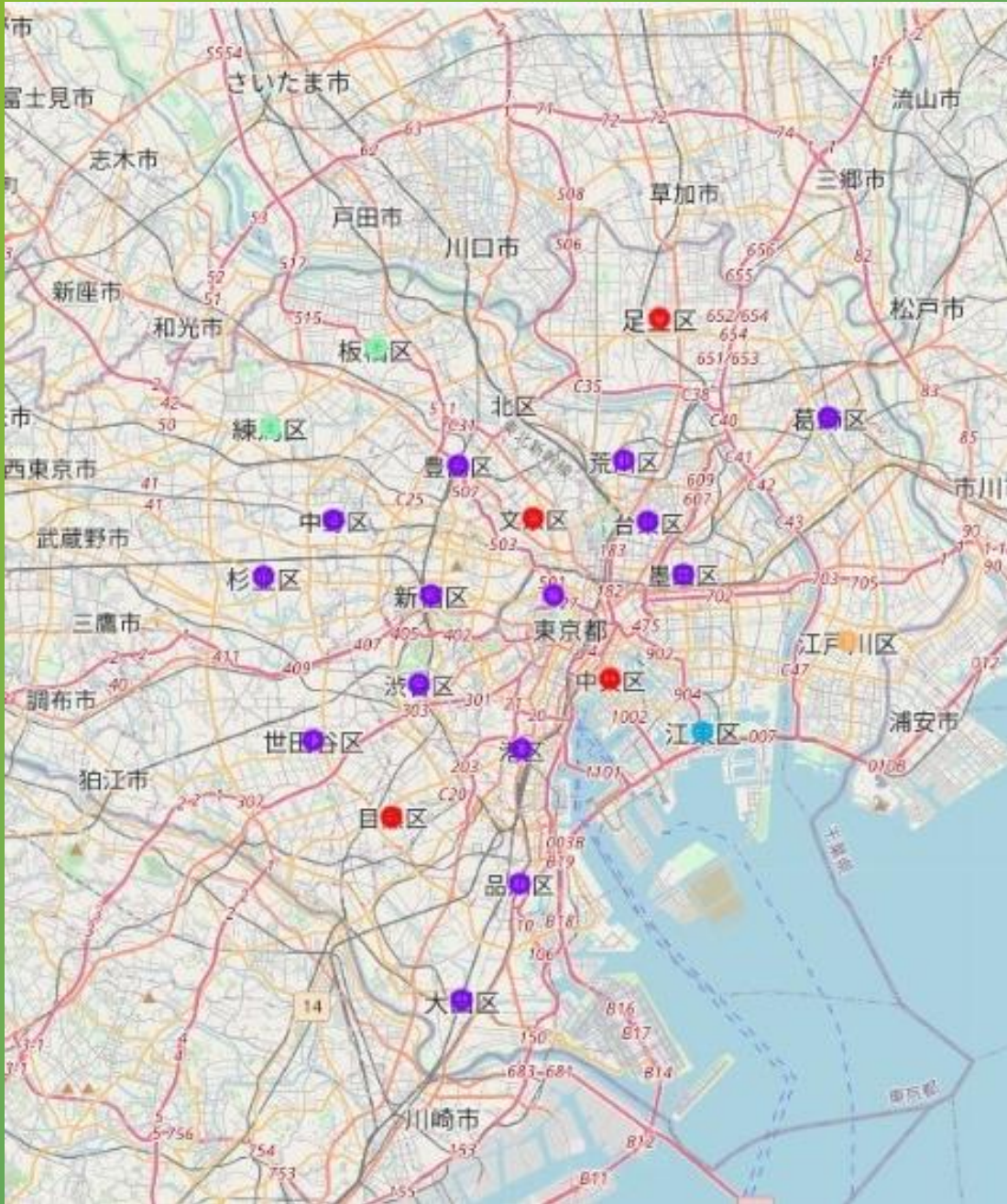


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[https://en.wikipedia.org/wiki/Special\\_wards\\_of\\_Tokyo#List\\_of\\_special\\_wards](https://en.wikipedia.org/wiki/Special_wards_of_Tokyo#List_of_special_wards)
- Data will be collected on special ward name, population, density, area, and major districts.
- The information will be used to collect information on the various coffee shops and restaurants in a specific ward using Foursquare.

nsity	Area	Major districts	Latitude	Longitude
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4460	10.21	Nihonbashi, Kayabachō, Ginza, Tsukiji, Hatchōb...	35.666255	139.775565
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2850	34.80	Tateishi, Aoto, Kameari, Shibamata	35.751733	139.863816
3750	49.90	Kasai, Koiwa	35.678278	139.871091

# Methodology

- The data underwent cleaning using Python and Panadas.
- Foursquare was used to collect all the venues near Tokyo.
- Foursquare determined there are 31 coffee shops and 45 unique categories of restaurants in the Tokyo area.
- K-means was used to cluster restaurant venue data into clusters based on the similarities (mean) of venue categories.
- The coordinates of Tokyo, Japan were used to generate a map and the five clusters were assigned to the map.



# Results

- 31 coffee shops and 45 unique categories of restaurants in the Tokyo area.
- Chiyoda, Taitō, Chūō are the top three special wards with the most coffee shops.
- Ramen, Japanese, and Chinese make up the top three restaurants by venue.
- The top three special wards with the most restaurants are Chūō with 57, Ōta with 41, and Chiyoda with 31 restaurants.
- All five clusters were mapped to Tokyo, Japan using folium.

# Discussion



The business problem: Kentaro wants to open either a coffee shop or a restaurant in Tokyo, Japan.



The collected data should be able to answer his questions.



Chiyoda, Chūō, and Ōta special wards are hotspots for food and drink.



People migrate from where they live to those three main special wards for food and drink.



I'd advise Kentaro to investigate opening a coffee shop in Ōta. There is opportunity in that area to grow and develop as a business.



# Conclusion



Kentaro wanted help in deciding what type of business to open and where.



My conclusion is for Kentaro to open a coffee shop in Ōta.



The special ward has a dense population and a lively restaurant industry.



There is potential in opening a coffee shop and differentiating it from other businesses.

