

## 1. Introduction

With the thriving culinary scene in Jakarta, the restaurant industry has become increasingly competitive and dynamic. Understanding the background of this industry is crucial for businesses aiming to capitalize on the market's opportunities. By analyzing data related to customer preferences, market trends, and competitor performance, restaurant owners and stakeholders can make informed decisions to stay ahead in the business landscape.

The main goal of this analysis is to uncover key insights that can help restaurant owners and investors in Jakarta make strategic business decisions. By identifying popular cuisines, peak dining hours, customer demographics, and pricing strategies, businesses can tailor their offerings to meet consumer demand effectively, boost revenue, and enhance customer satisfaction. This data-driven approach can lead to a competitive advantage and long-term success in the bustling restaurant scene of Jakarta.

Understanding the business opportunities in a city like Jakarta is essential for entrepreneurs looking to enter or expand in the restaurant industry. By conducting a thorough analysis of market data and consumer behavior, businesses can identify underserved niches, untapped potential locations, and emerging food trends. This knowledge empowers decision-makers to allocate resources efficiently, develop innovative marketing strategies, and ultimately thrive in a highly competitive market, driving growth and profitability.

The methodology used to collect and analyze data involves retrieving data from Google Places using the Google API. This process typically includes making requests to the Google Places API and collecting relevant data such as place details, user reviews, and ratings. The collected data is then stored and organized for further analysis, which may involve data visualization, statistical analysis, or machine learning algorithms to derive insights and patterns from the data. By utilizing the Google API for data collection, researchers and analysts can access a wealth of location-based information to make informed decisions and gain valuable insights.

## 2. Data Descriptions

The data used in this table is obtained from Google Place. Google Place provides information about businesses and points of interest sourced from various inputs, including user reviews and data provided by business owners.

### 2.1 Data Details

The data collected provides comprehensive information about various businesses and points of interest. Below is a detailed description of each data column available in the table:

- **Name:** The name of the business or place.
- **Latitude:** The latitude coordinate of the business or place.
- **Longitude:** The longitude coordinate of the business or place.
- **Category:** The category or type of business.
- **Price:** The price range or cost of services or products offered by the business or place.
- **Reviews:** The number of reviews provided by users for the business or place.
- **Rating:** The rating or score given by users, usually on a scale from 1 to 5.
- **Operating Hours:** The operating hours or business hours of the business or place.
- **Phone Number:** The contact number for the business or place.

### 2.2 Data Statistics

Jakarta, Australia has 83.066 Restaurant with a total of 16.401.912 reviews indicating the potential customer engagement with their products or services. On average, each Restaurant has the potential customer engagement to receive 197,46 reviews. This means that each Restaurant has the opportunity to be reviewed or have a customer base of approximately 197,46 reviews. Here is the data statistics for Restaurant in Jakarta that has been collected:

- **Total Data:** 83.066 data collected
- **Category Count:** 335 categories
- **Categories:** Restaurant, Indonesian restaurant, Japanese restaurant, Chinese restaurant, Noodle shop, Seafood restaurant, Cafe, Fast food restaurant, Padang restaurant, Bakso restaurant, Steak house, Coffee shop, Sundanese restaurant, Chicken restaurant, Ramen restaurant , and others.
- **Data Completeness:**
  - **Reviewed Data:** 77093 data (92,81%)
  - **Categorized Data:** 81725 data (98,39%)
  - **Contact Number:** 61167 data (73,64%)

### 3. General Analysis

The section begins by assessing the number of businesses within each category, offering insights into the representation of different sectors in the market.

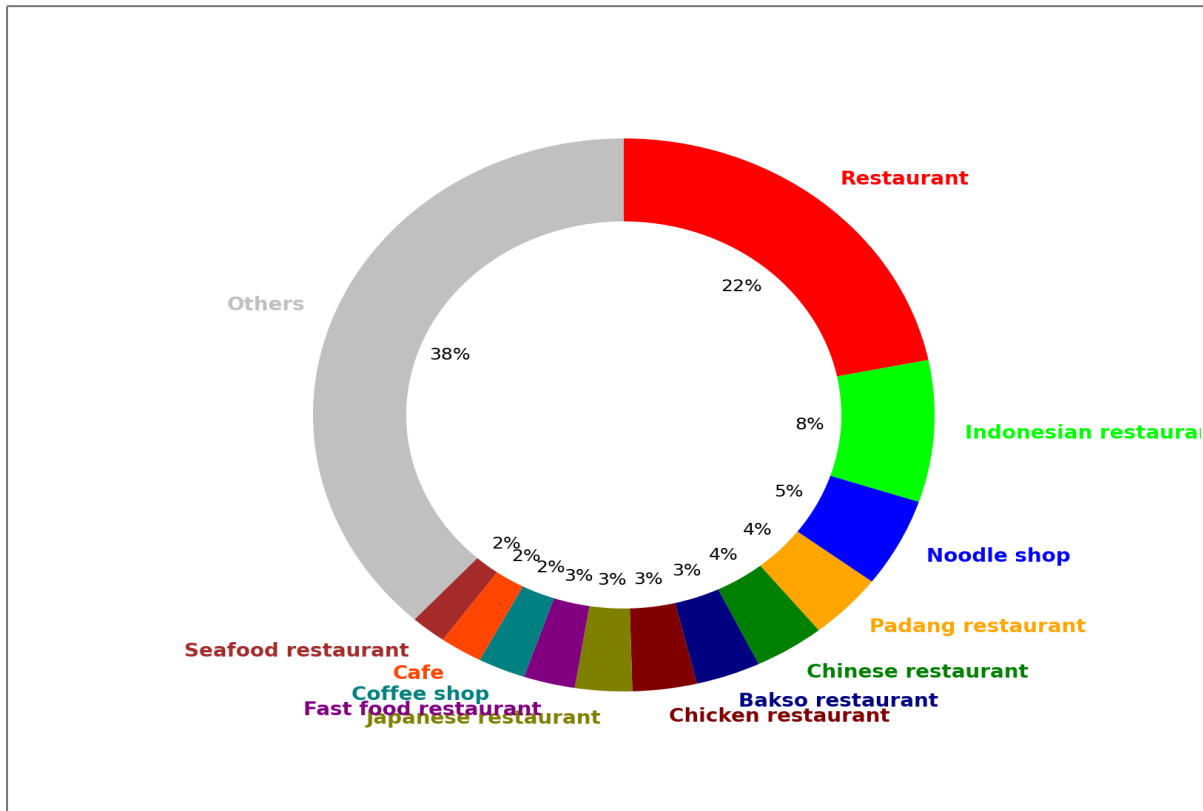


Figure 01. The Most Common Restaurant Categories in Jakarta

Based on the ranking data of the most abundant types of restaurants in Jakarta, we can see that the most popular category is 'Restaurant' with a significant percentage of 22%. This suggests that general restaurants, which offer a variety of cuisines and food options, are dominant in the culinary scene of Jakarta. Following closely behind are 'Indonesian restaurants' at 8% and 'Noodle shops' at 5%, indicating a strong preference for local and Asian cuisines in the city.

Moreover, it is interesting to note the presence of specific regional cuisines such as 'Padang restaurants' and 'Bakso restaurants' in the top rankings. This reflects the diverse culinary landscape of Jakarta, catering to various tastes and preferences of the residents and visitors. Overall, the data highlights the rich culinary heritage of Jakarta, offering a wide range of dining options from local favorites to international cuisines, making it a vibrant food destination for food enthusiasts and tourists alike.

## 4. Analysis of Reviews and Ratings

This section provides an analysis of customer reviews and ratings across various business categories. By examining the average ratings and the total number of reviews, we gain insights into customer satisfaction and engagement.

### 4.1 Number of Reviews by Category

In this analysis, we examine how different Restaurant categories in Jakarta attract varying levels of customer feedback.

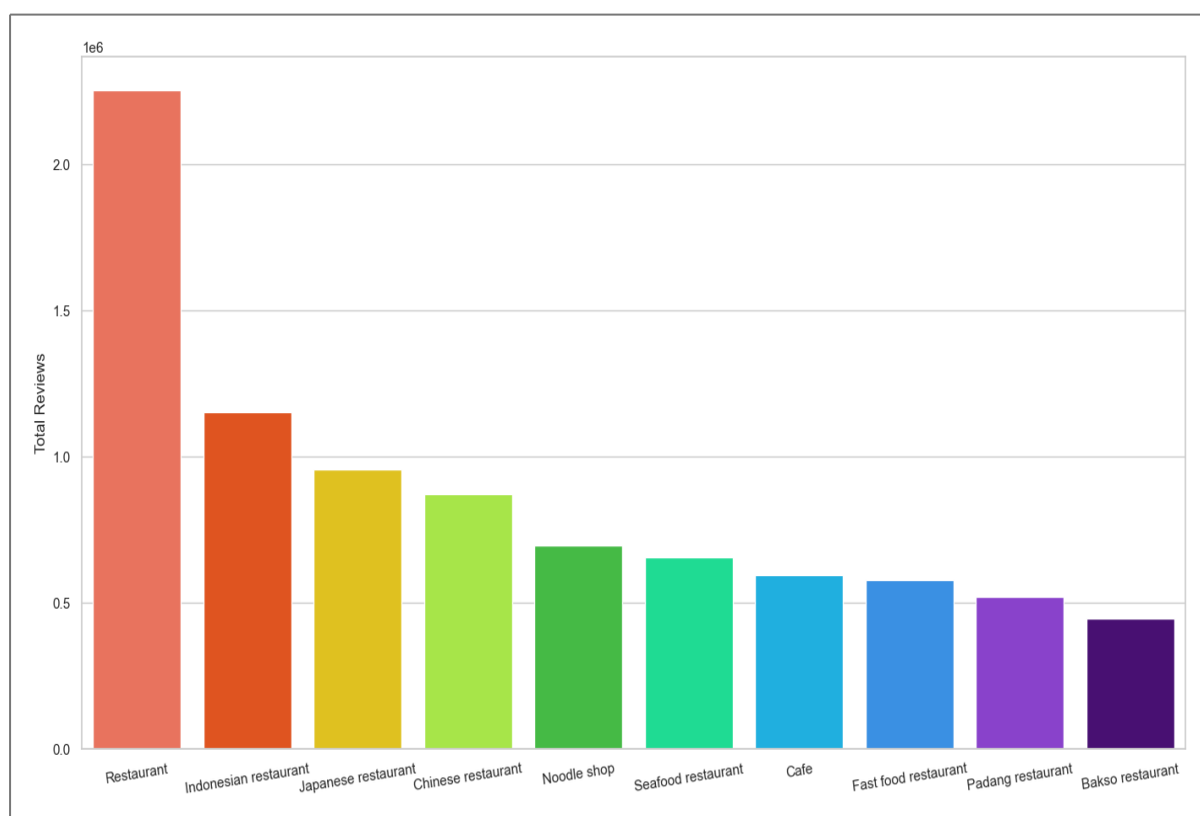


Figure 02. The Most Popular Restaurant Categories in Jakarta

Based on the provided data on the number of reviews or popularity of the top 10 restaurant categories in Jakarta, it is evident that regular "Restaurant" establishments are the most popular category with 2,255,993 reviews. Following closely behind are "Indonesian restaurants" with 1,153,276 reviews, and "Japanese restaurants" with 958,027 reviews, making them the second and third most popular categories, respectively. Interestingly, "Chinese restaurants" and "Noodle shops" are also highly popular in Jakarta with 871,999 and 698,761 reviews, respectively. Other popular categories include "Seafood restaurants," "Cafes," "Fast food restaurants," "Padang restaurants," and "Bakso restaurants." Overall, the data indicates a diverse culinary landscape in Jakarta with a strong preference for a variety of cuisines ranging from local Indonesian fare to international options like Japanese and Chinese cuisine.

## 4.2 Analysis of Reviews per Category

Reviews per category reflect the popularity of a category relative to the number of businesses within it. A high ratio of reviews to the number of businesses indicates a strong opportunity, as it suggests that individual businesses are more likely to receive customer attention. This higher review-to-business ratio can signify greater potential for success in that category.

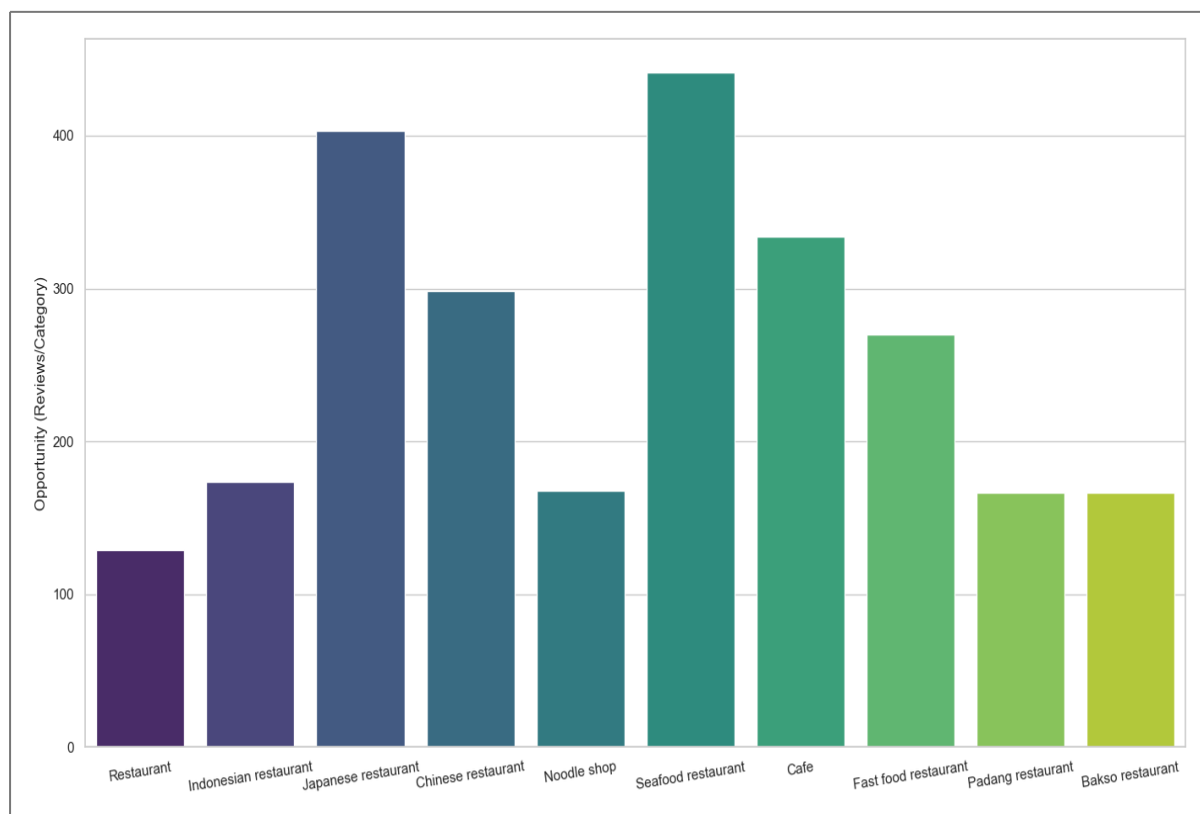


Figure 03. Business Opportunities: Reviews per Category for Restaurant in Jakarta

The data provided shows the average number of reviews per category for the largest restaurants in Jakarta. The categories with the highest average number of reviews per count are Seafood restaurant with 441.25 reviews per count, Japanese restaurant with 403.04 reviews per count, and Cafe with 334.27 reviews per count. This indicates a high level of customer engagement and interest in these categories of restaurants in Jakarta. For entrepreneurs looking to open a new business, these categories present an opportunity for high visibility and potential success based on the existing customer interest and feedback. By tapping into these popular categories, businesses can leverage the existing market demand and potentially attract a substantial customer base. In conclusion, the data suggests that opening a restaurant in the Seafood, Japanese, or Cafe category in Jakarta could be a lucrative business opportunity with promising potential for growth and customer engagement.

### 4.3 Analysis of Reviews & Rating per Category

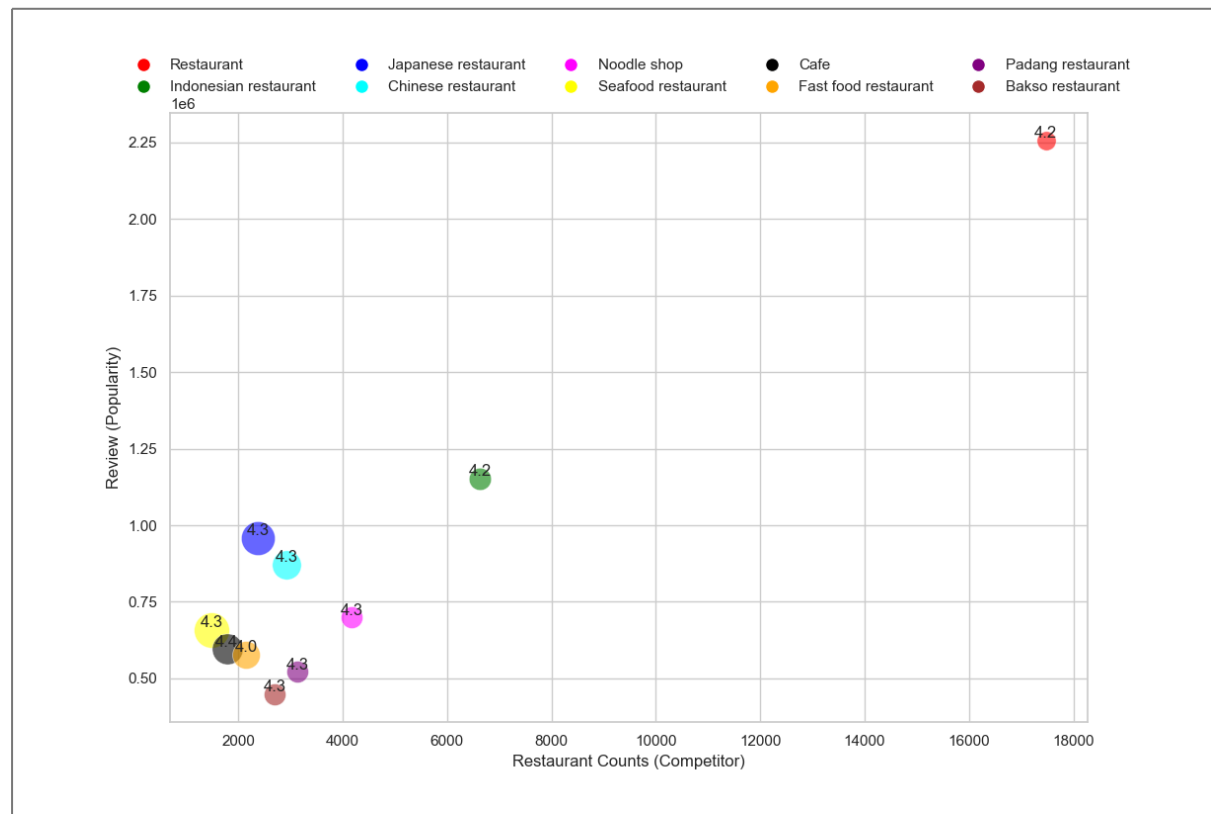


Figure 05. Bubble Chart Count X Review X Rate Restaurant in Jakarta