Capstone project 1 proposal

Zomato Bangalore Restaurants (v1.1.1)

Q1. What is the problem you want to solve?

- Ratings and reviews play a very important role in attracting new and retaining customers.
- Our target would be improving ratings based on the insights and based on these factors predict ratings for a prospect restaurant.
- Understand what people like the most in a highly rated restaurant, in a particular locality, which are related to ratings for a prospect restaurant.
- Have an insight of approx_cost (cost for two), which is based on many factors like neighborhood, restaurant type that can be related to ratings.
- Given a locality, a prospect restaurant can have an insight of the factors to get the best rating.
- Marketing strategies like personalized notifications, discounts etc. can be set up.

Q2.Who is your client and how do they care about this problem?

- Potential clients would be existing restaurant owners and prospects restaurants.
- Having insights on such factors could help the decision makers take actions which would eventually increase the ratings and clients.

Q3.Whats data are you using? How will you acquire the data?

- The data is acquired by Web Scrapping from Zomato.com using python package BeautifulSoup.

Q4.Briefly outline how will solve this problem

- Find correlations between factors like location, most liked dish, type of dish, approx_cost, type of cuisine and some undiscovered ones for a particular neighborhood, which directly affect the rating.
- Data wrangling techniques would be applied to get a high quality clean data.

- Data visualizations will make the correlations evident.
- A suitable ML model would be used to predict the variable of interest.

Q5.What are your deliverables?

- Code, Power point slides and Blog.

For Steps of Data wrangling refer:
https://github.com/Anandpatil412/DSC/blob/master/CapstoneProject1/Zomato/ZomatoDataExtractingAndCleaning/Zomato_data_wrangling.docx