**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>