

BUSINESS CASE STUDY

# Strategic Restaurant Investment

in Bangalore

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**Tools Used:** Python, Power BI, Pandas, Geopy, Clustering

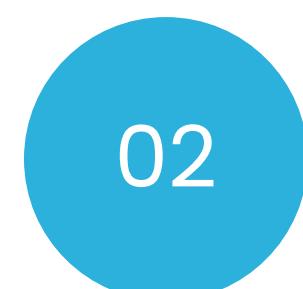


# Project Overview



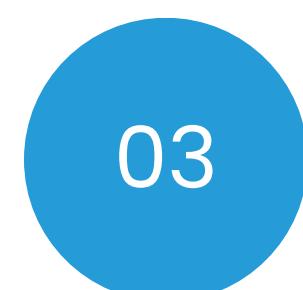
## Location Analysis

Identify high-potential areas in Bangalore



## Cuisine Strategy

Match cuisines with right localities



## Customer Sentiment

Find frustration zones (bad experience areas)



## Expansion Insight

Recommend where to launch new outlets

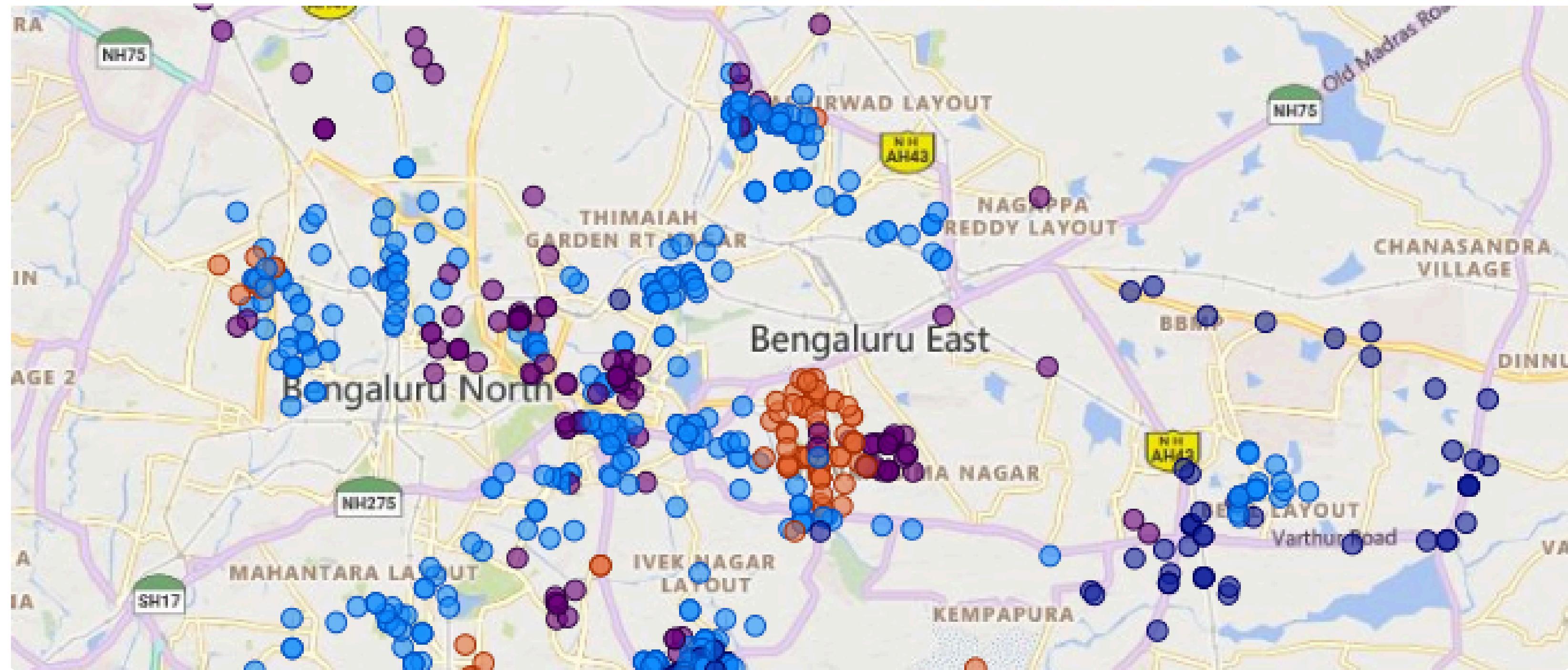


# City-Wide Overview

## Restaurant Distribution Across Bangalore

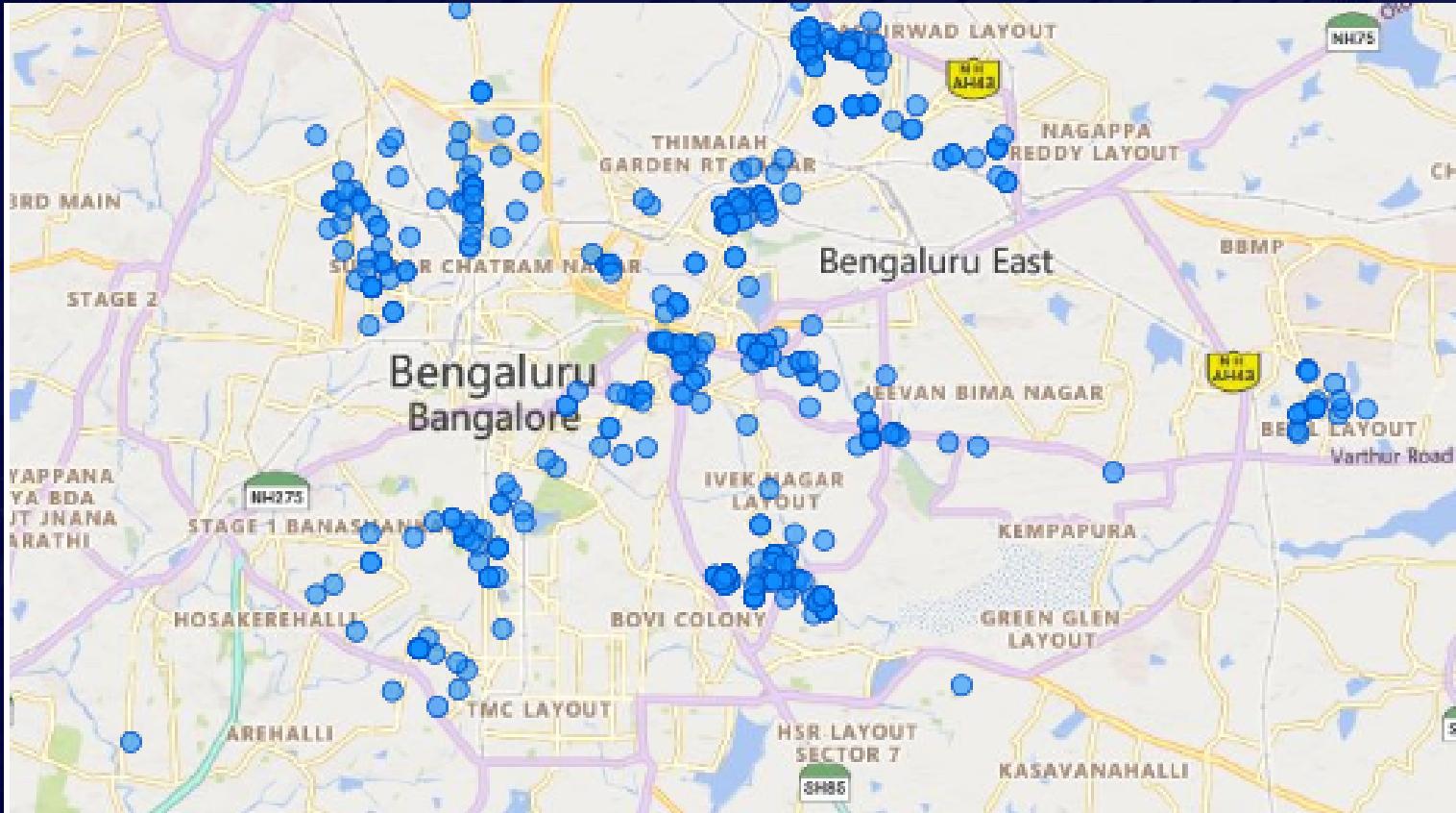
Bangalore has over 50,000+ listed restaurants. We clustered them based on cuisine, rating, sentiment, and location to get a strategic overview of how different types of outlets are spread.

cuisine\_cluster ● 0 ● 1 ● 2 ● 3 ● 4

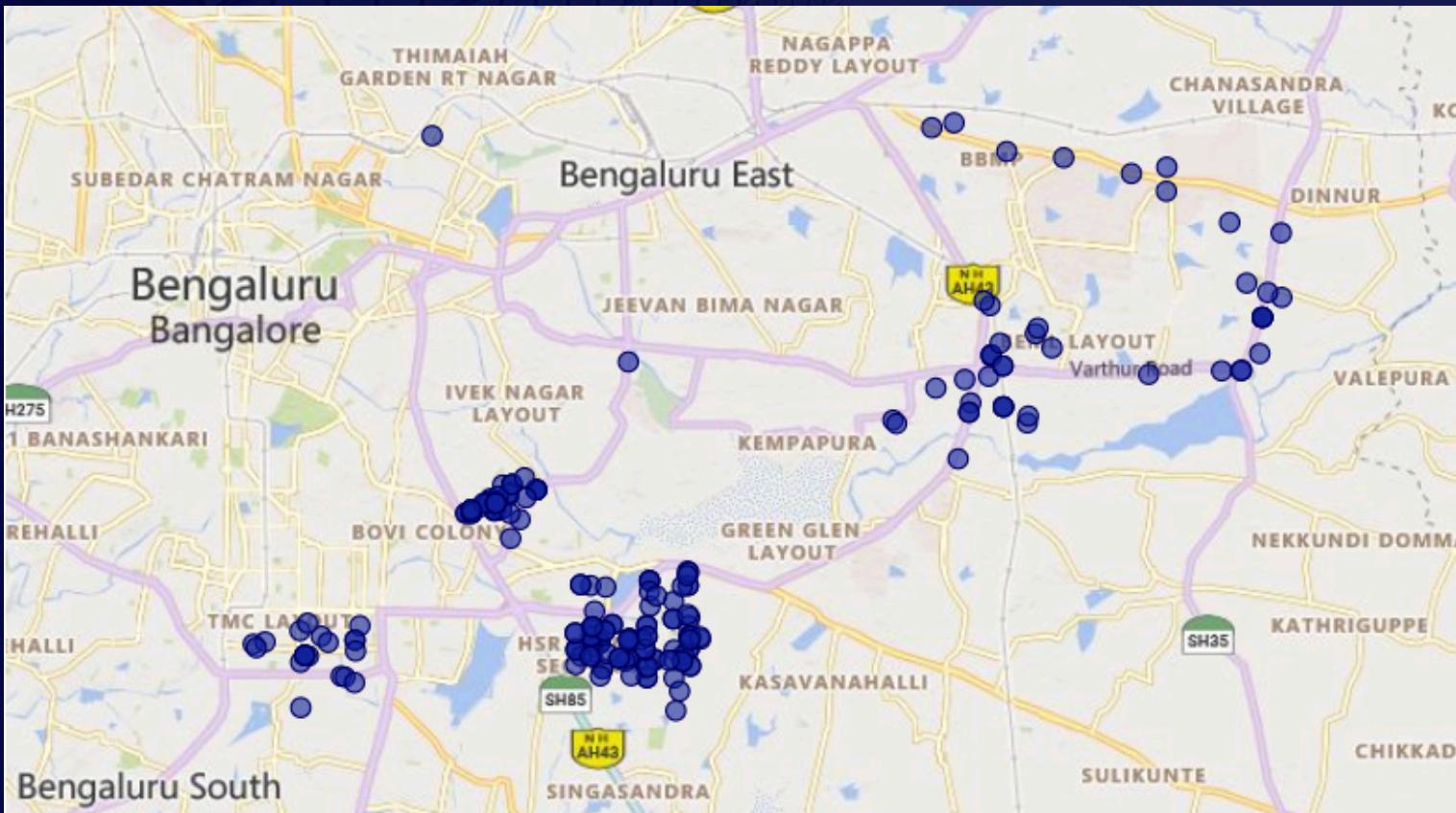


# WHERE ARE DIFFERENT CUISINES LOCATED?

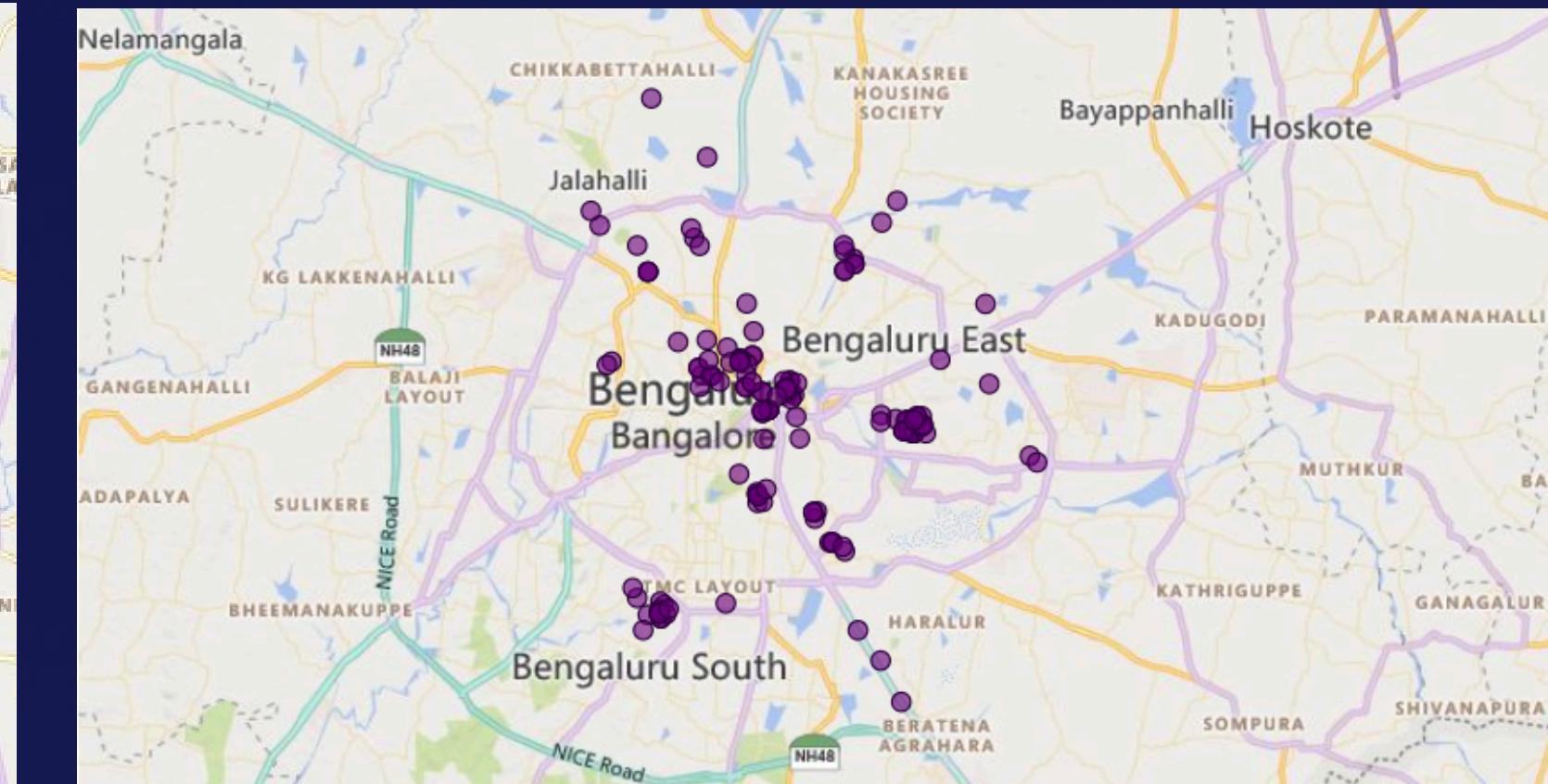
North Indian, Continental



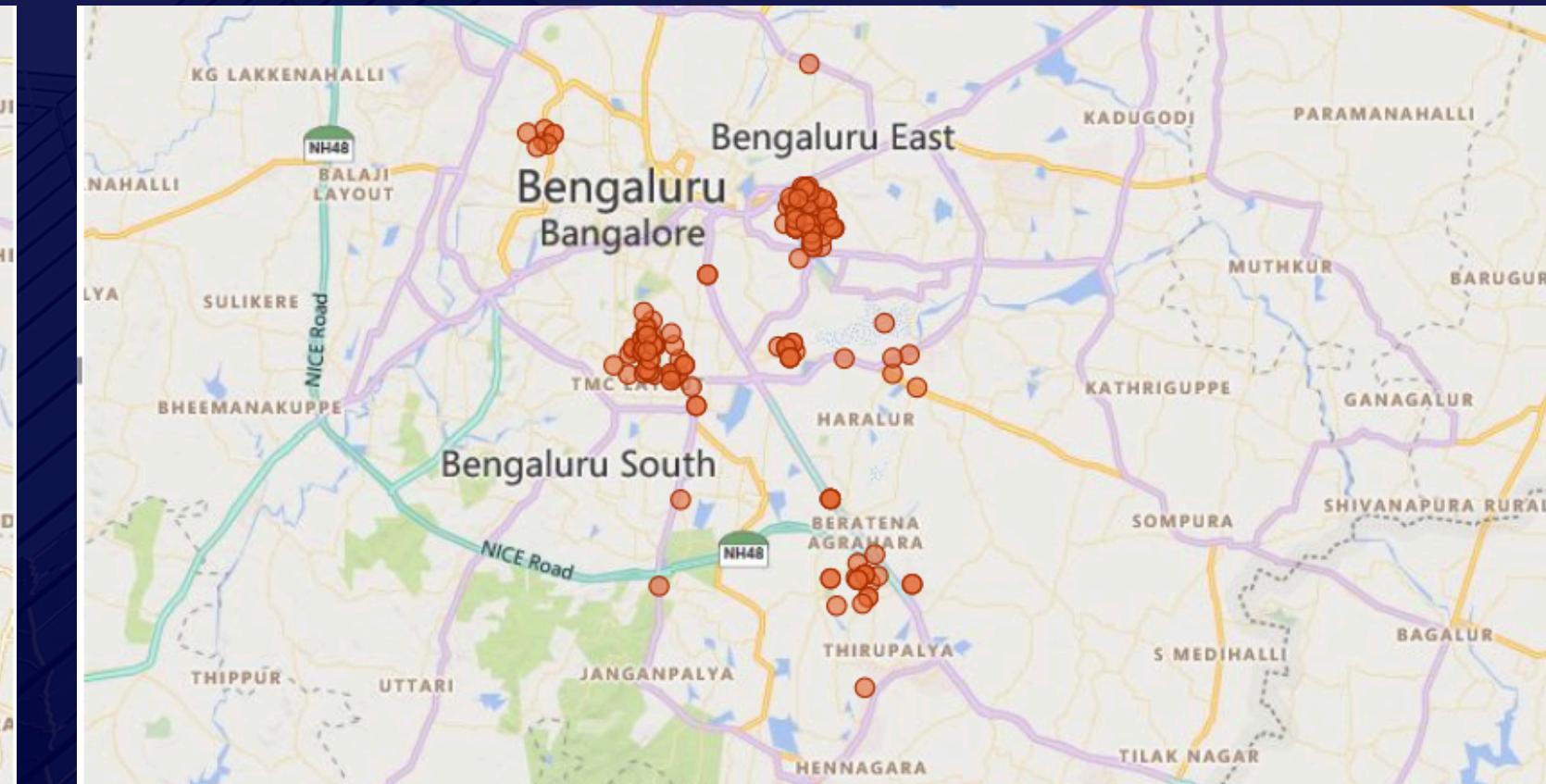
South Indian, Fast Food



North and South Indian, Chinese

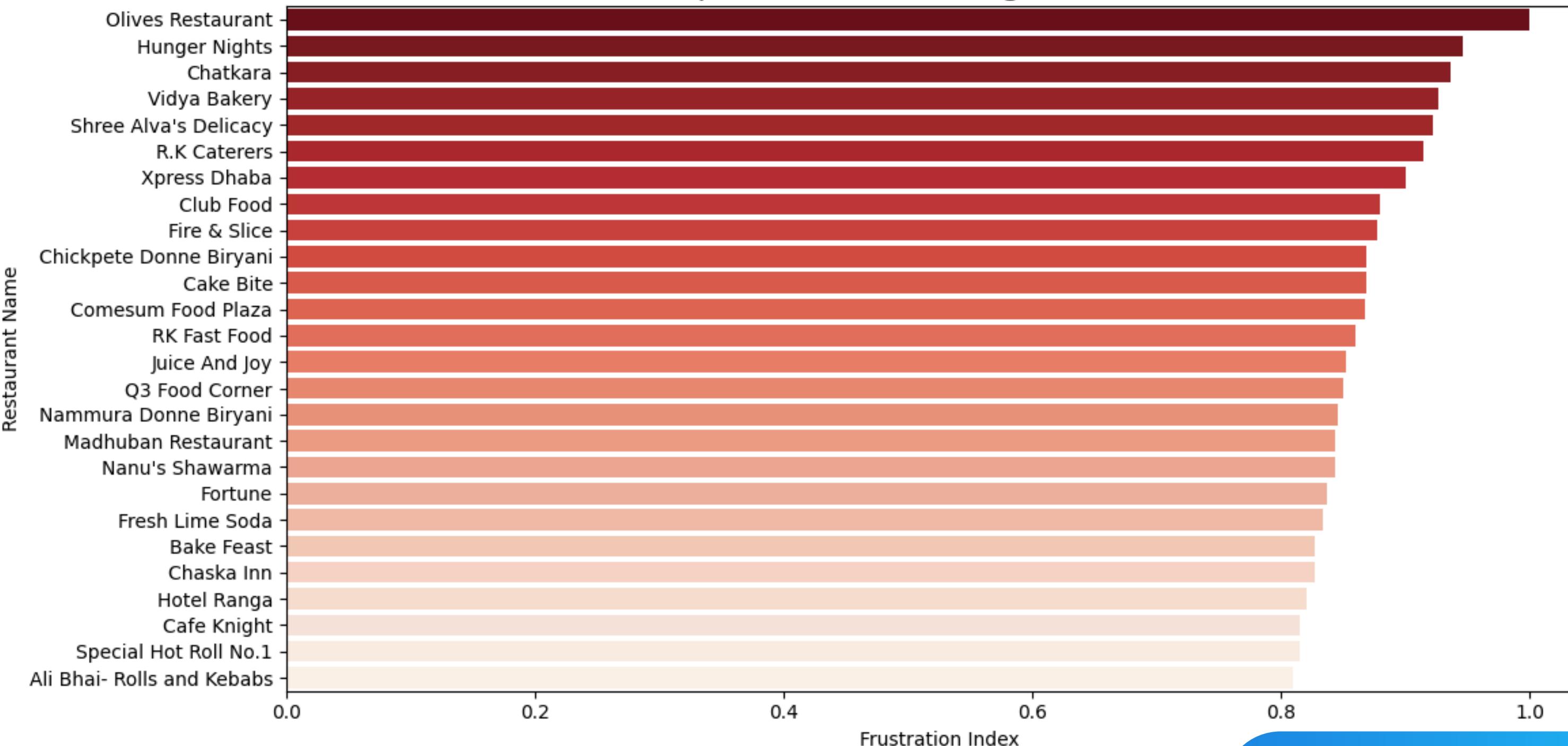


North Indian, Fast Food



# Frustrating Restaurants – When Food Meets Delays

Top 10 Most Frustrating Restaurants



- Calculated using reviews and sentiment
- High frustration zones = poor service + high traffic
- Good area to improve operations or avoid investing

# Smart Recommendations for Similar Restaurants

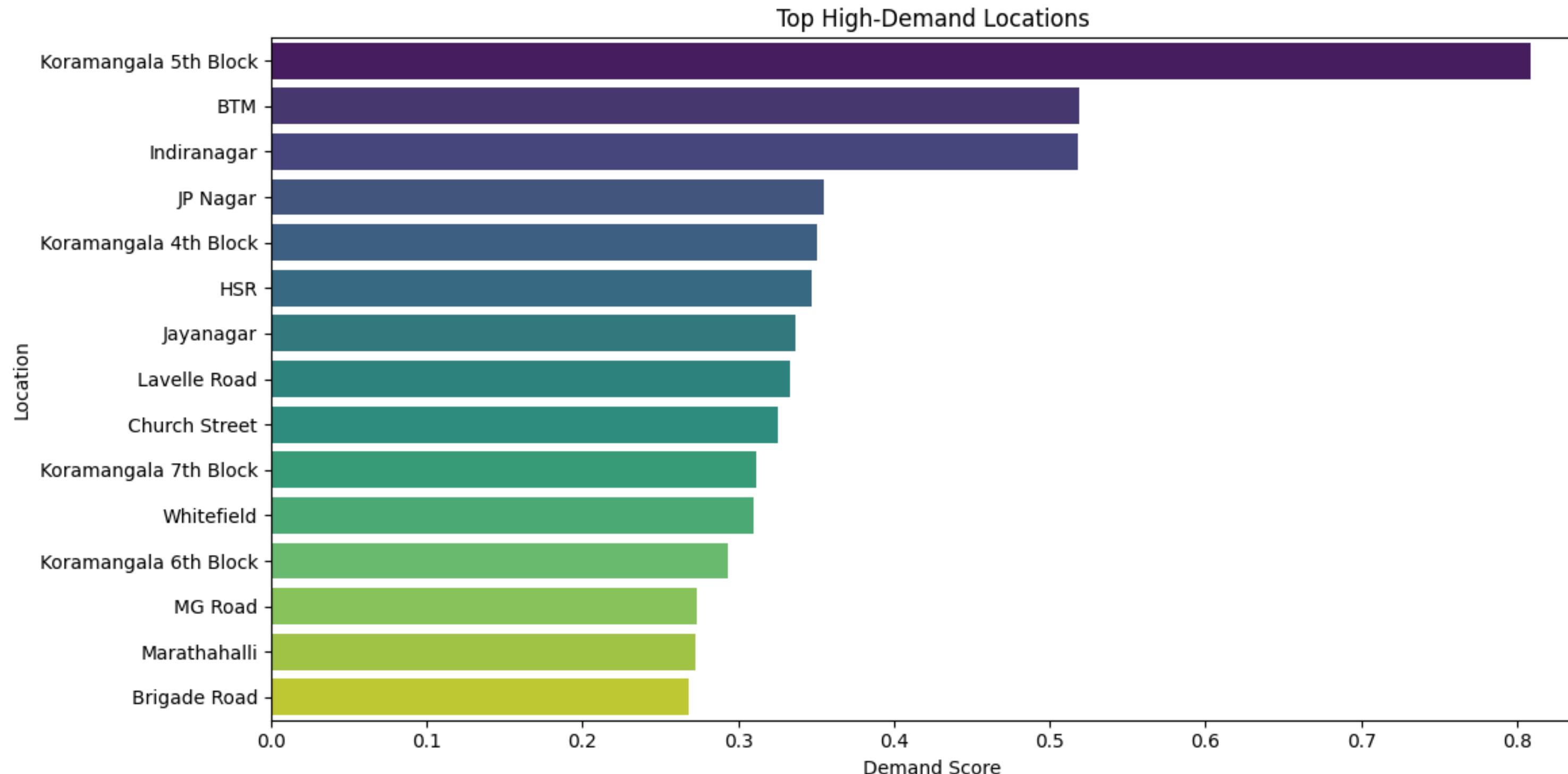
- Based on similarity in rating, sentiment, cuisine & location
- E.g., If you like "Aaha Andhra," we recommend other similar ones



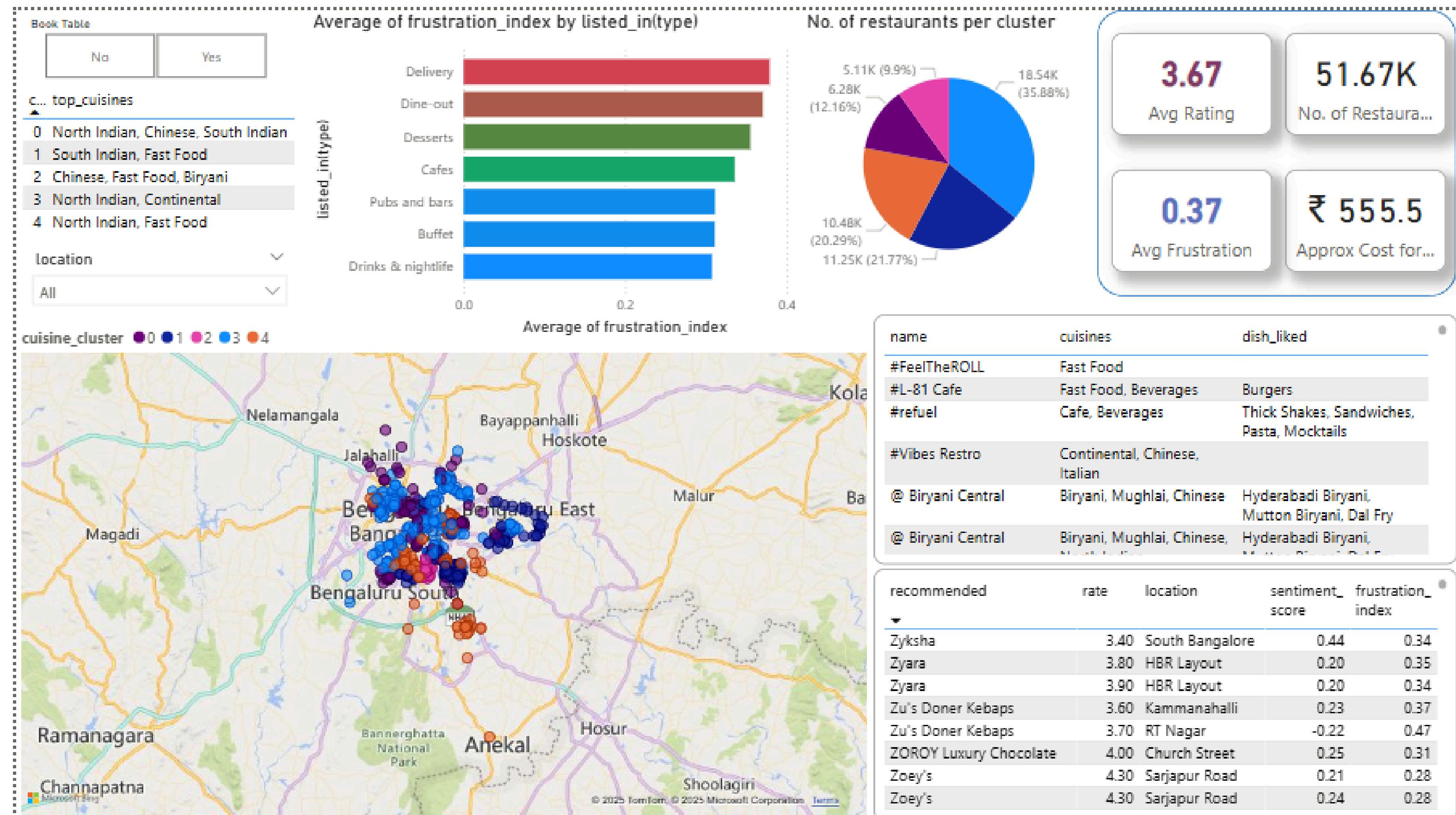
name	cuisines	dish_liked		
Aaha Andhra	Andhra, Biryani, North Indian	Chole Bhature		
Aaha Andhra	Andhra, Biryani, North Indian	Faluda, Chicken Curry, Keema Biryani, Vegetable Biryani, Chicken Dosa, Guntur Chicken Biryani, Thali		
Aahar	North Indian			
Aahar Cafe	Cafe			
Aahar Cafe	North Indian, Fast Food			
recommended	rate	location	sentiment_score	frustration_index
Tippler	4.20	Indiranagar	0.25	0.29
Tippler	4.20	Indiranagar	0.26	0.29
The Teal Door Cafe	4.20	Indiranagar	0.25	0.29
Taco Bell	4.20	Indiranagar	0.25	0.29
Swadist Restaurant	3.40	Marathahalli	0.26	0.38
Suryawanshi	4.20	Indiranagar	0.25	0.29
Suryawanshi	4.20	Indiranagar	0.26	0.28
Other C. Restaurants	3.40	Marathahalli	0.17	0.47

# Where Should You Open a New Restaurant?

- Combine high footfall, low competition, and right sentiment
- For e.g., “Restaurant in Koramangala” or “Chinese Café in JP Nagar”

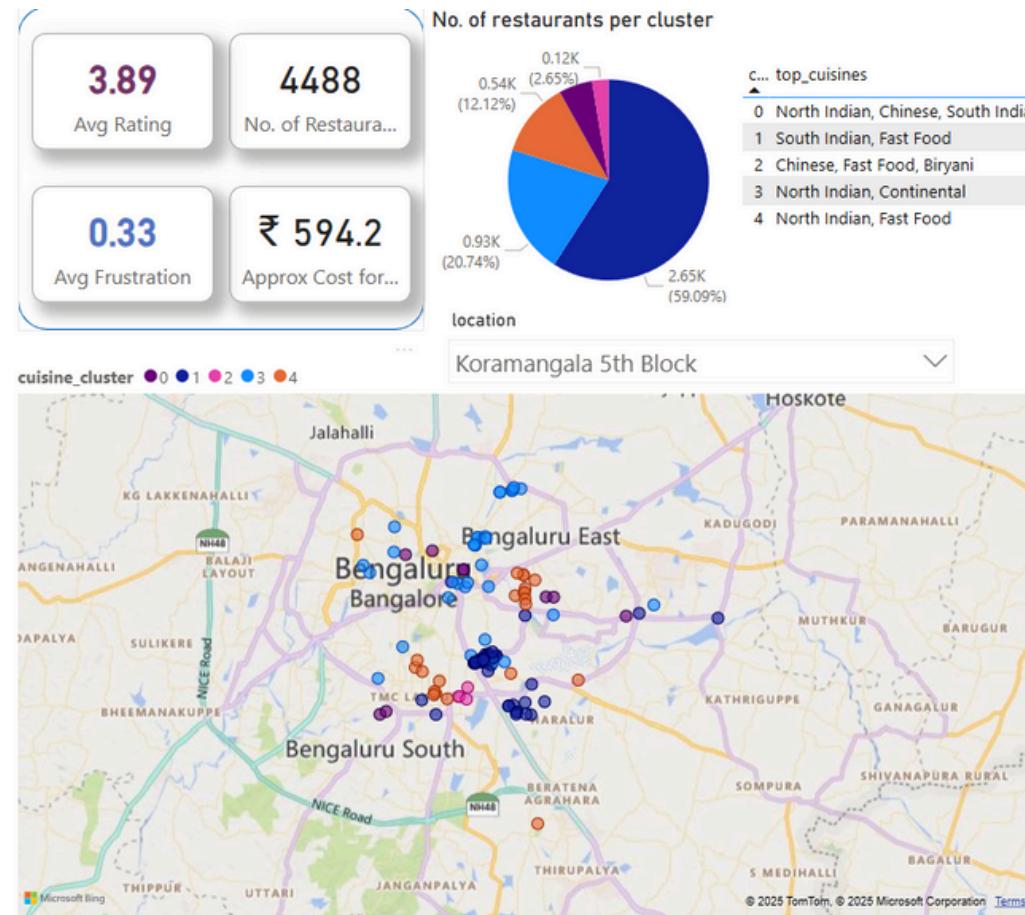


# PowerBI Dashboard

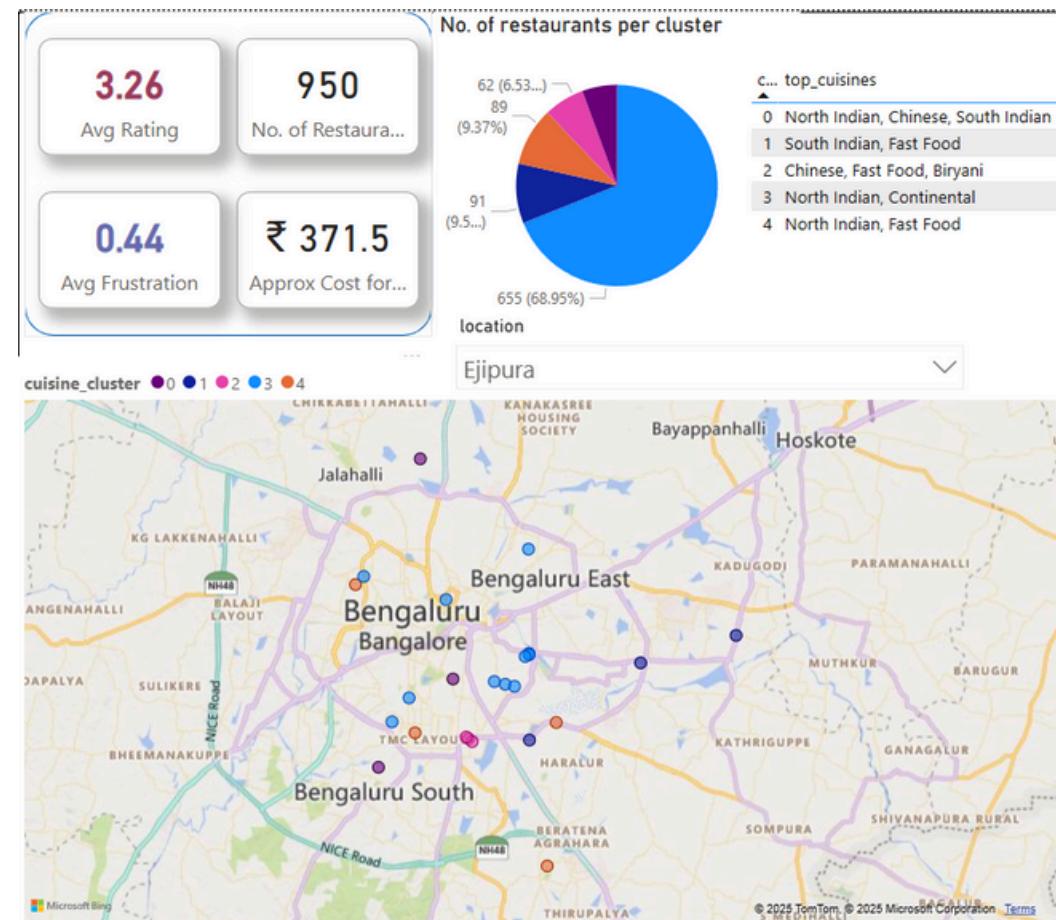


## Conclusion and Takeaways

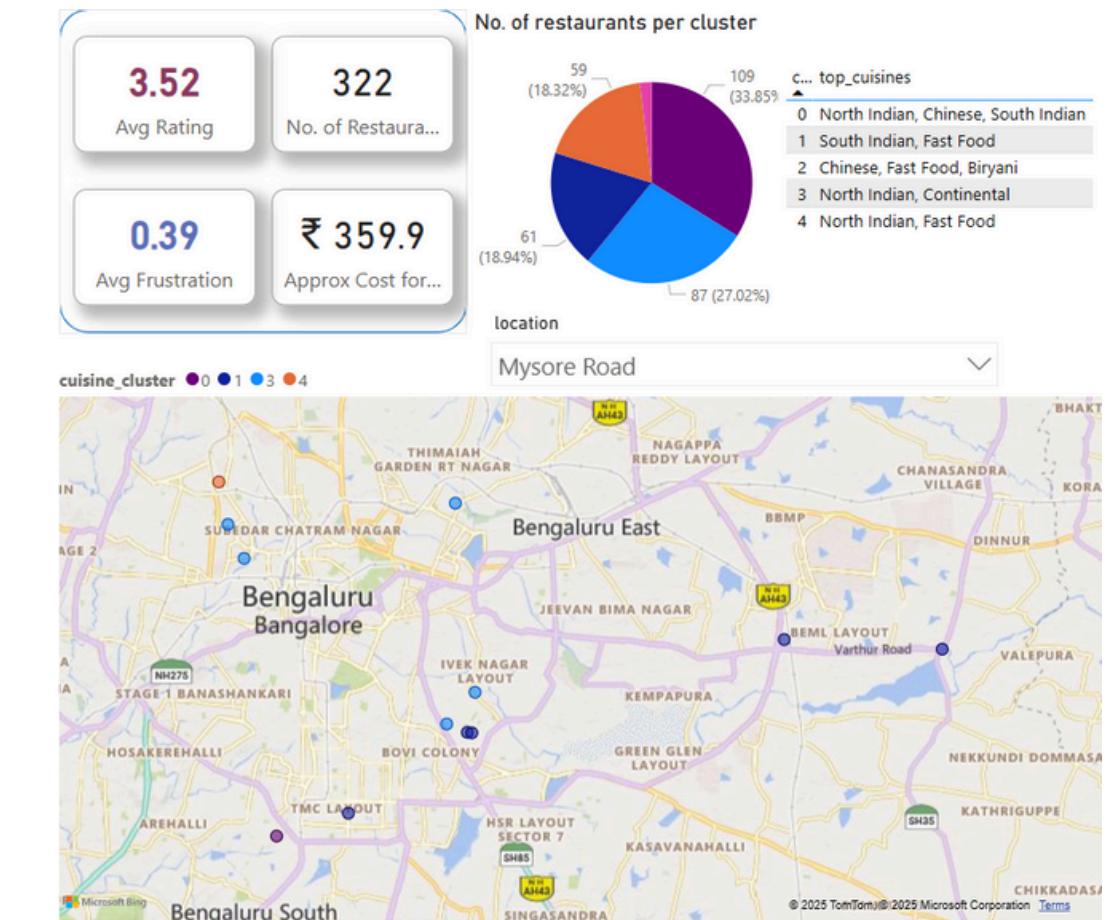
# Business Insights Summary



Koramangala ideal for new Chinese and Biryani outlets



Frustration highest in Ejipura



Chinese and Fast food culture is missing in Mysore Road

Through this analysis, we were able to uncover valuable insights into both delivery and dining landscape of Bangalore. By clustering restaurants based on factors like location, cuisine type, sentiment, and customer ratings, we identified patterns that reveal which areas are best suited for specific types of cuisines. Such insights not only help in understanding current market dynamics but also provide a data-driven foundation for making strategic decisions – whether it's selecting an ideal location for a new restaurant or tailoring the cuisine offerings to match local preferences.

# Let's Connect

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