

## **Introduction/Business problem**

Hyderabad is one of the most sought out location for job seekers and employees due to its developed infrastructure in IT, Pharmaceuticals industry, Consultancy organizations and Retail & Real Estate. While majority of job seekers or job holders are young in the age group, there are also elder age groups from other locations who are living away from their families for the sake of employment prospects.

Majority of these Bachelor lifestyle people needs ready availability of food as they hardly find time to cook for themselves. While there are many hotels in the city but the cost of bearing a meal on regular basis becomes ones out of budget. In addition, the current situation like Covid made hotels and restaurants unfeasible for takeaways as they were not used to in delivering takeaways at an affordable price. Moreover, the time taken for food preparation in such hotels due to 'make to order' concept made hotels not a preferable option for takeaways.

Owing to this situation, an exclusive food takeaway joint without any waiting time for preparation of food would become a successful business idea. Also, as the menu is pre-fixed and pre-prepared with estimation of a specific quantity of food as per regular local demand, the price also would come down which makes the Takeaway joint an affordable proposition.

Hence my project is to identify an ideal location in Hyderabad to open a Food Takeaway joint. In normal scenario without a machine learning approach, it is practically very difficult to identify an ideal location in Hyderabad as the city is quite widespread with numerous locations. Hence this project helps Entrepreneurs to identify a cluster among many locations to open new food takeaway joint.