

# Coursera Capstone Project:

## Introduction

Opening up a restaurant is an entrepreneur's dream or passion. To share the joy with patrons who end up relishing the ambience, food and services is fulfilment of its own. However, only the owner knows what all efforts they have put in before opening up a restaurant. Developing and executing a solid business strategy for the restaurant is extremely important in order to make the business successful. We will use our data analytics powers to generate a few most promising neighborhoods based on this criteria. Advantages of each area will then be clearly expressed so that best possible final locations can be chosen by stakeholders.

In this Project, we will try to find an optimal location for a restaurant. Specifically, this report will be targeted to stakeholders interested in opening a **Chinese restaurant** in **Bangalore**, India.

Since there are lot of restaurants in Bangalore, we will try to detect locations that are not already crowded with Chinese restaurants. We are also particularly interested in areas with number of Chinese restaurants in vicinity. We would also prefer locations as close to city center as possible, assuming that first two conditions are met.

## Problem Statement

The main objective of this capstone project is to analyze and select the best locations in the city of Bangalore, India to open a new Chinese Restaurant. Using data science methodology and machine learning techniques like clustering, this project aims to provide solutions to answer the business question: In the city of Bangalore, India, if a property developer were looking to open a new Chinese restaurant, where would he/she be recommended to open his new venture precisely.

## Target Audience of this project

This project is particularly useful to investors looking to open or invest in new Chinese Restaurants in the Bangalore city, India