Best location for new restaurant in Bangalore, India

IBM Data Science – Capstone Project

By Cebe Chakaravarthi, January 25, 2020

Introduction/Business Problem:

Bangalore is one of the third most populous and fastest-growing cities in India. This city has been known as the silicon city for years now, as it is the hub for IT Companies in the country. This fact has attracted over 5 million people to work and live in the city. Currently, the city is called the Startup capital of India. This fact attracts young talents from across the country, resulting in rapid urbanization and an environment that fosters business. As people find better jobs and better business opportunities, people are more willing to spend their money. Thus new business in Bangalore finds a better chance of success.
This scenario makes Bangalore the best choice to start a restaurant. However, there are many localities in Bangalore which are already saturated and which are in the phase of development. This objective of the study is to analyze and find the best locality in Bangalore to start a new restaurant. This study will be of help to entrepreneurs who are planning to start a restaurant or allied business and to the managers of restaurant chains to prepare for their next branch.

Data Description:

List of data required:

- List of localities in Bangalore with their coordinates
- List of venues and venue categories in the localities with their coordinates
- Current developments in the city of Bangalore

For this study, first, the localities of Bangalore has to be listed along with their coordinates. The list of localities are available in Wikipedia page
'https://en.wikipedia.org/wiki/Category:Neighbourhoods_in_Bangalore'
We make use of 'BeauifulSoup' package to scrape the web page and arrive at a table with the localities. Then we use the 'Geolocator' library to obtain the latitude and longitude of the localities and add these data to the data frame. We then visualize the localities using 'folium' maps and discard any coordinates that lie far away from the city limits.
With the localities and their coordinates available, we make use of 'FourSquare' to obtain the nearby venues and venue categories in the localities. We then filter out and count the restaurant and other food joints in the localities into a data frame and find the localities with least restaurants.
We then compare the localities with the current developments happening in and around Bangalore to arrive at the best place to start a restaurant.