

Best location for new restaurant in Bangalore, India

IBM Data Science - Coursera – Capstone Project

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Business Problem

Bangalore is one of the third most populous and fastest-growing cities in India.

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.

Target Audience:

- Entrepreneurs who are planning to start a restaurant or allied business in Bangalore
- Managers of restaurant chains to prepare for their next successful branch

Data Description

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

Data Sources:

Wikipedia page for localities in Bangalore:

https://en.wikipedia.org/wiki/Category:Neighbourhoods_in_Bangalore

Geo-locator package for the latitude and longitude coordinates of the localities

FourSquare-API for the venues, venue category and their coordinates

Current development: The Economic Times & The New Indian Express

Methodology

Web scraping Wikipedia page for neighbourhoods list using 'BeautifulSoup' library

Get latitude and longitude coordinates using Geo-locator

Cleaning the list of localities for outlying and coordinates not available localities

Visualize in a map using Folium

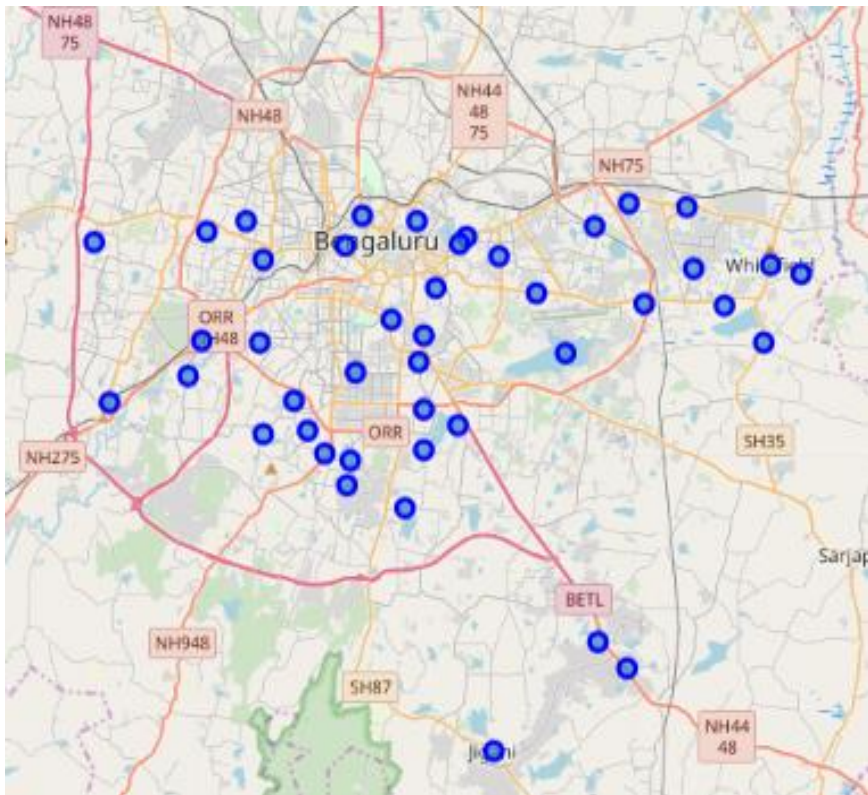
Use Foursquare API to get venues, venue category and their coordinates in each locality

Filter out venues related to restaurants

Sort the localities based on restaurant count

Co-relate the resultant localities with current developments to arrive at the recommendation

Localities in Bangalore & Restaurant Count



	Neighborhood	Restaurant Count
17	Hebbal	2
4	Basavanagudi	2
20	Indiranagar	5
7	Bharathnagar	6
18	Hoodi	15
31	Mahalakshmi Layout	17
11	Dollars Colony	18
37	Rajarajeshwari Nagar, Bangalore	21
14	Gandhi Nagar, Bangalore	29
28	Koramangala	30

Results

From the chart we can classify areas into three:

High number of restaurants:

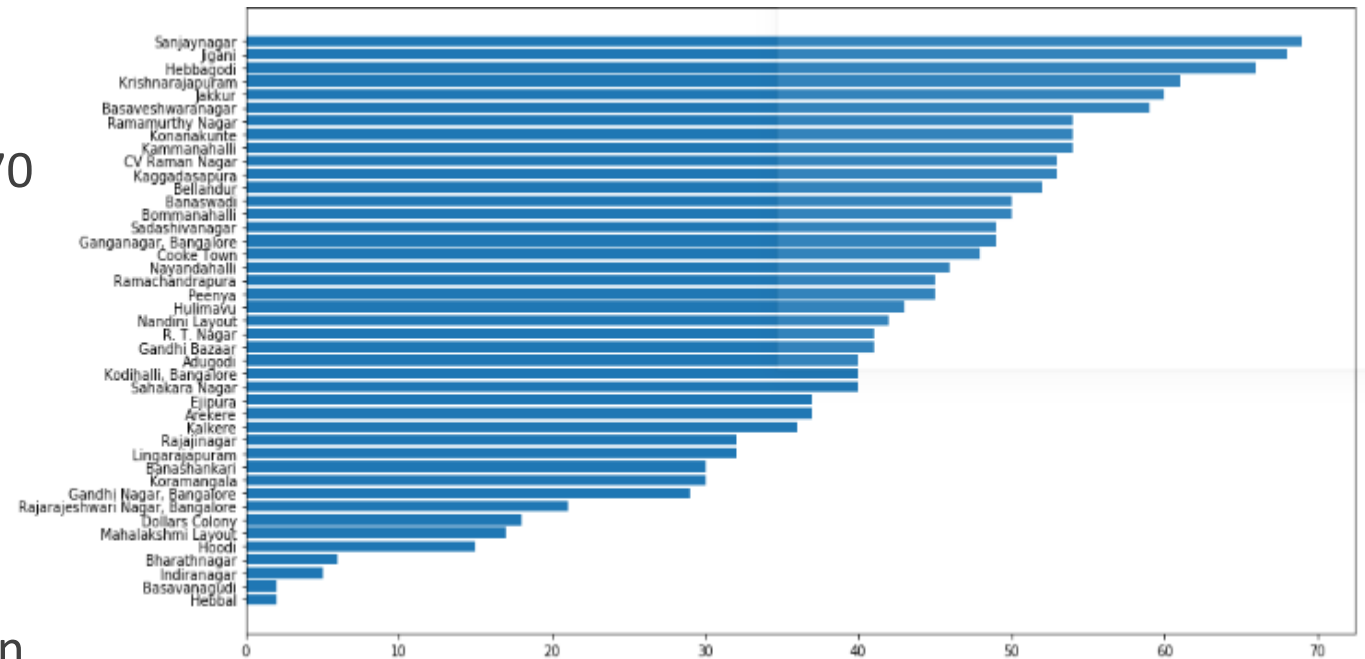
Sanjaynagar & Jigani with more than 70 restaurants

Medium number of restaurants:

Peenya & RT Nagar with around 40 restaurants

Low number of restaurants:

Hebbal, Basavangudi, Indiranagar & Bharathnagar with restaurant count in single digits



Discussion & Recommendation

Comparing the low number of restaurants localities with current developments in Bangalore

Hebbal stands out for its closeness to the new Airport and proposed Metro line

Hence we can safely conclude that setting up a restaurant in **Hebbal** will give a better chance of success and also an early mover's advantage.