



Predicting suitable locations to  
open new cuisine restaurants.

# Business Problem

In order to open a new restaurant, the owner need to assess the localities in a city to get insights about the different kind of possibilities, like a suitable location along with the type of cuisine that will be served in the restaurant.

So the problem is to find out a suitable locality to start new restaurants alongwith the proper choice of cuisine to be served at each restaurant.

## Things to keep in mind.

- ▶ Generally restaurants are opened with keeping the locality in mind.
- ▶ Restaurant should not be opened in an area where too many restaurants are already present.
- ▶ What kind of cuisine will be served also need to be picked wisely.
- ▶ Predicting suitable location helps the owner to target location to acquire.
- ▶ What restaurants in your area are successful and which are failures.
- ▶ Foodies have interest as well.

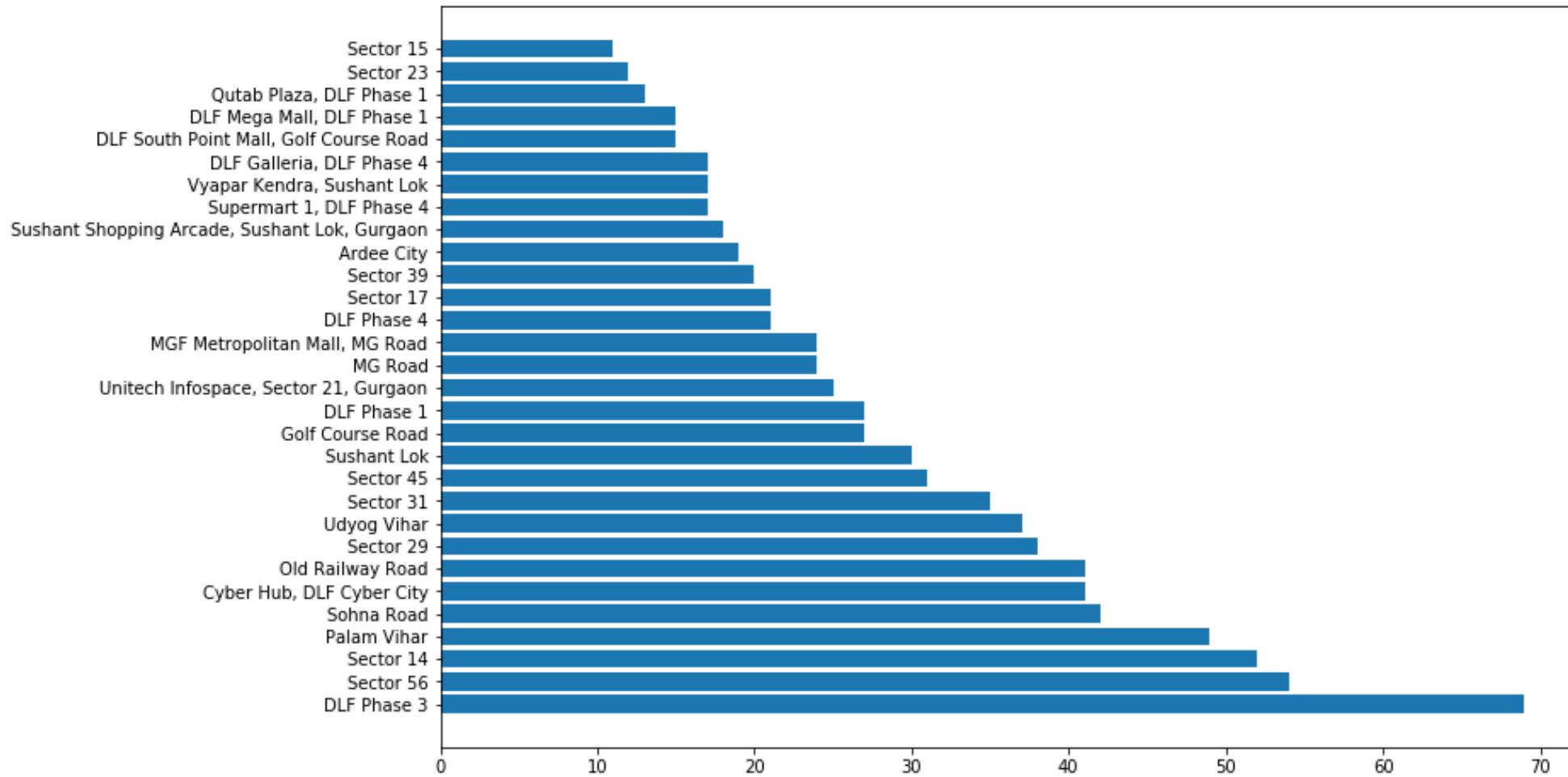
# Data Acquisition

- ▶ The dataset `zomato.csv` is downloaded from Kaggle dataset.
- ▶ Restaurant, City, Locality, Type of Cuisine served alongwith Price Range and Rating are the major columns for consideration.
- ▶ Latitude & Longitude for each restaurant are also available in the dataset.
- ▶ In total, 9551 rows and 21 columns.

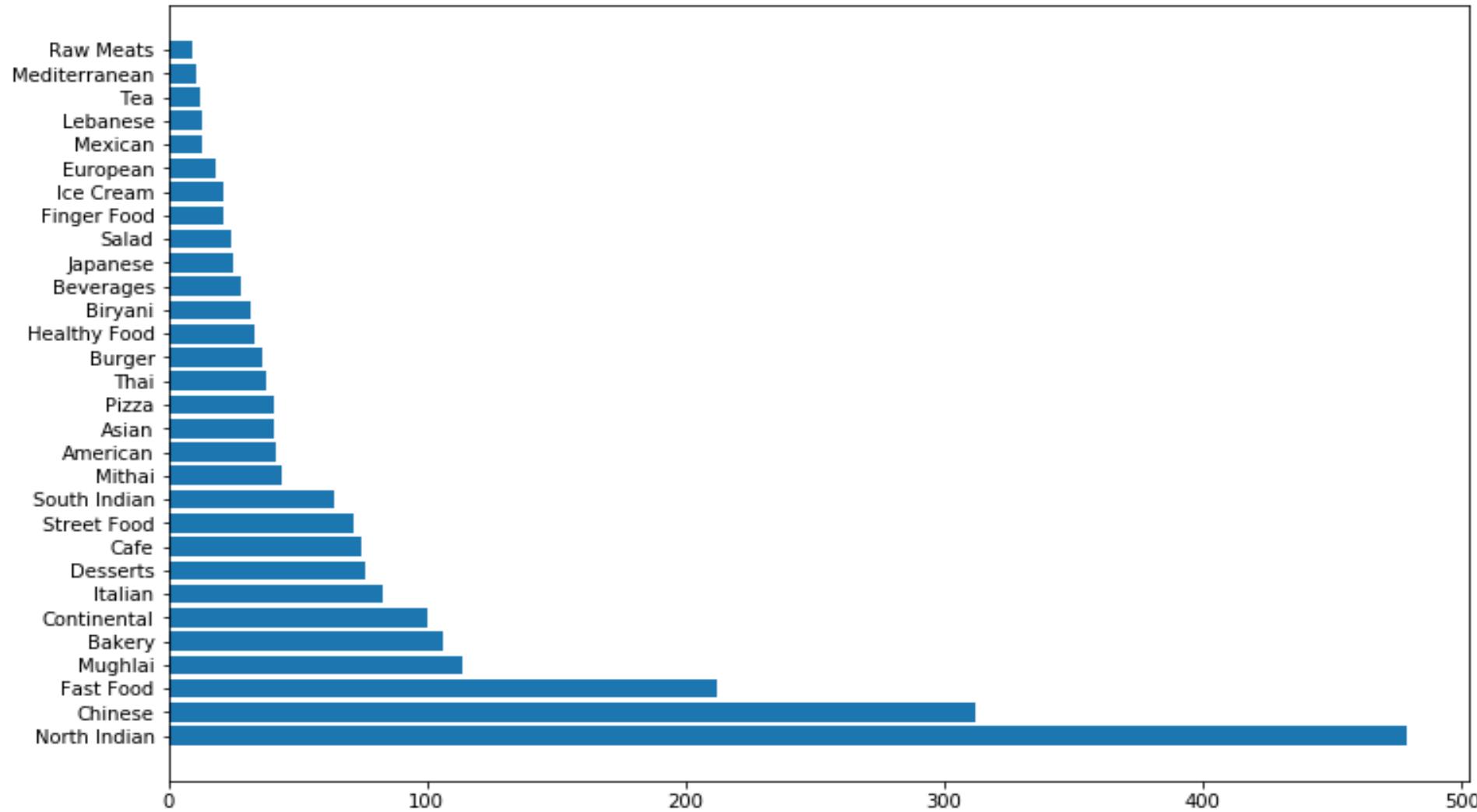
# Data Cleaning

- ▶ For sake of simplicity only data for city='Gurgaon' is considered and rest of the data is dropped.
- ▶ Duplicate, highly similar or highly correlated features were dropped.
- ▶ For example- Rating, Rating Color and Rating text all conveys the same information therefore any two of these columns can be dropped without any loss of information.

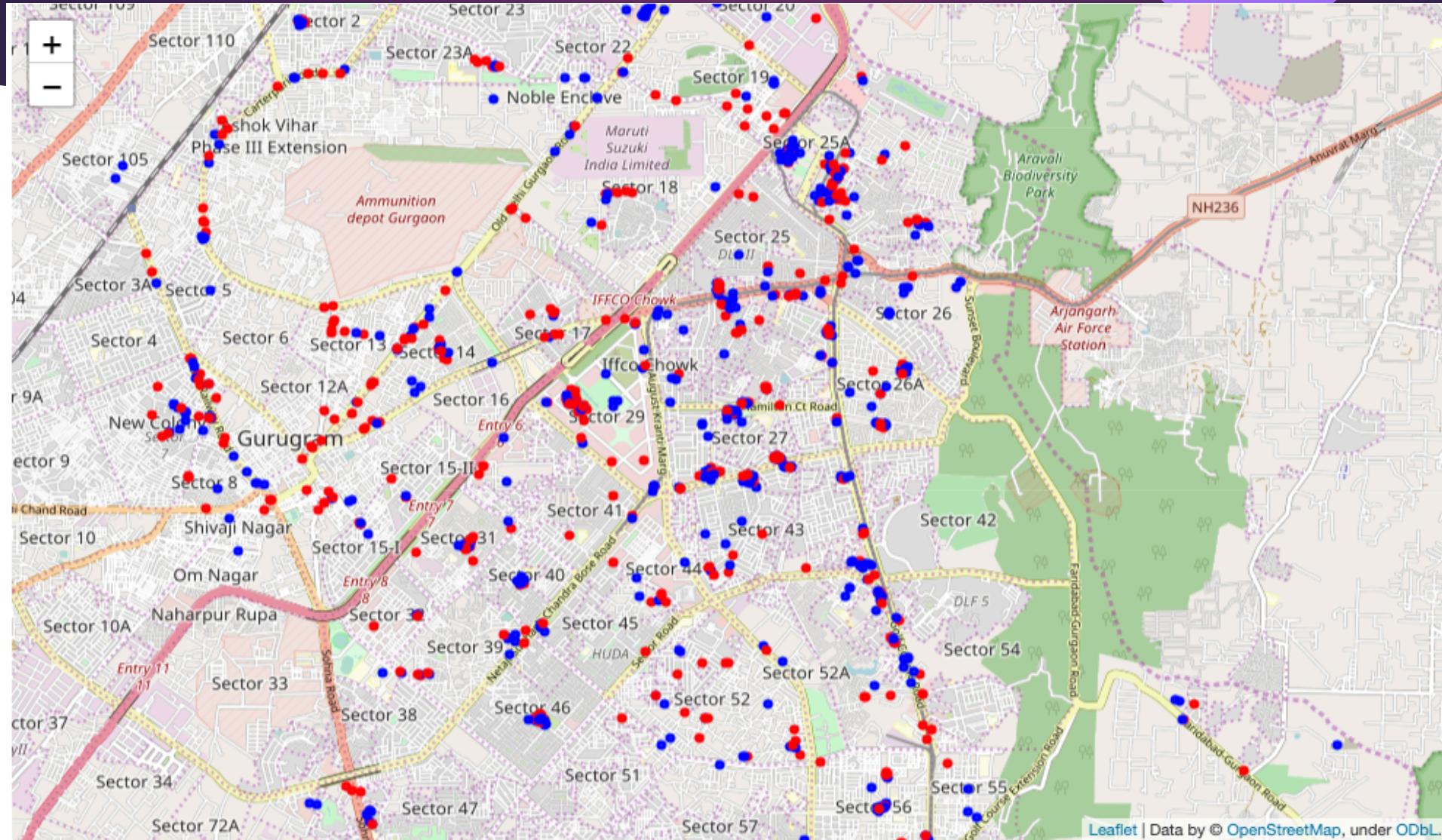
# Different localities in Gurgaon



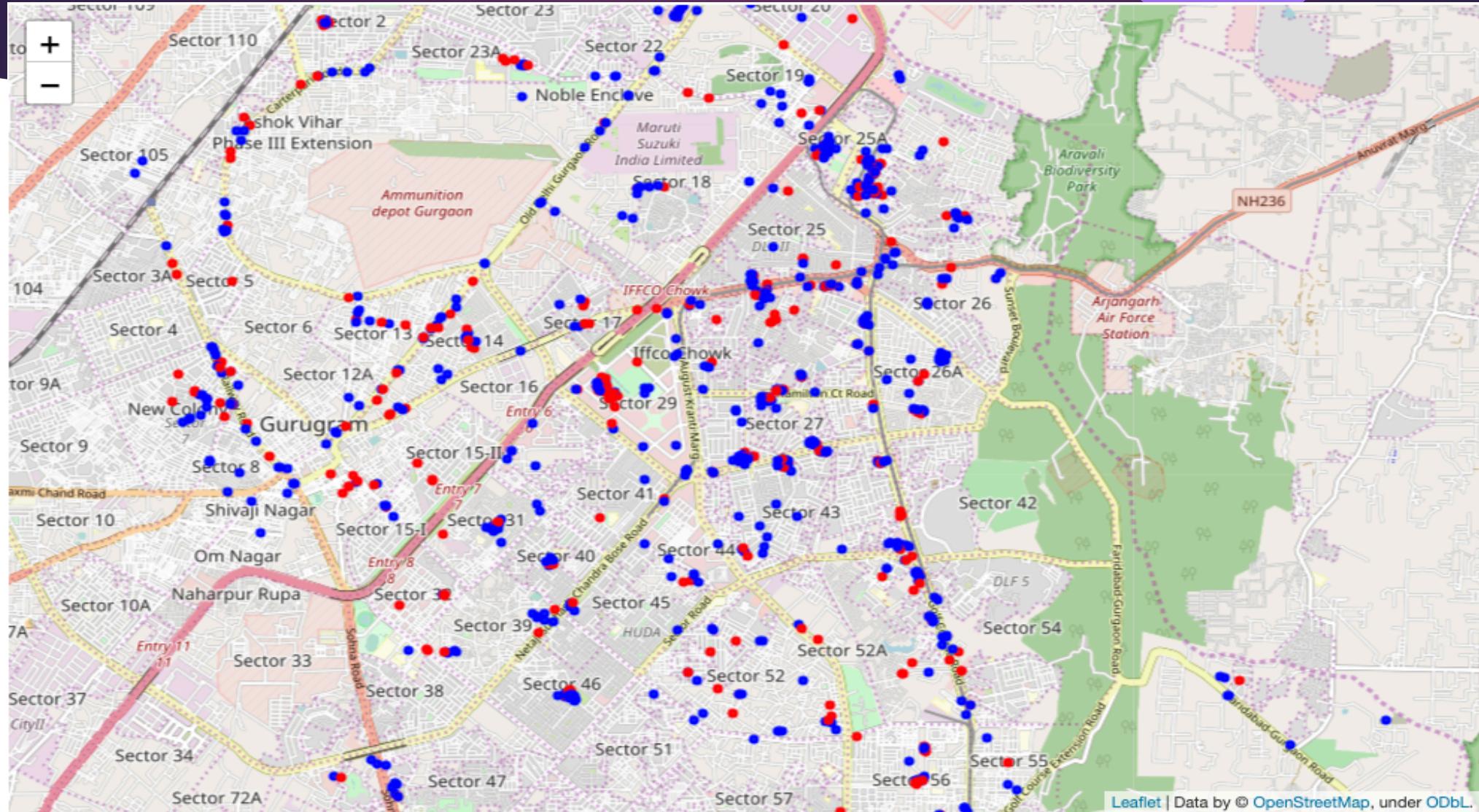
# Most famous kind of cuisines



# North Indian restaurants (in red)



# Chinese restaurants (in red)



# Final Observations

As per the observations from the notebook. Following predictions can be made:

- ▶ Cafe can be opened in 'Palam Vihar'
- ▶ Chinese Restaurant in 'Cyber Hub'
- ▶ Pizza Store on 'Sohna Road'
- ▶ Street Food at 'Old Railway Road'
- ▶ Fast Food Centre in 'Sector 29'