

CAPSTONE

Battle of the Neighbourhoods

Location analysis for opening a New Restaurant in Chennai

Dhivya dharani

Introduction

This final project explores the best locations for opening a restaurant throughout the Chennai city. Food Business is always the best one. Since there are a lot of Restaurants available, analysis is required to find out the affordable area and to find out available venues in the area. This report explores which neighbourhoods of Chennai and their land values per Sq. Ft and most common venues in each neighbourhood. Additionally, the report is grouped based on the area prices.

Data

In order to answer the above questions, data on Chennai City neighbourhoods, latitude, longitude, available venues are required.

Chennai City data containing the neighbourhoods and land prices are taken from <https://www.livechennai.com/Propertyratesinchennai.asp>

All data related to locations and quality of venues will be obtained via the Foursquare API utilized via the Request library in Python.

Methodology

- Data will be collected from <https://www.livechennai.com/Propertyratesinchennai.asp> and cleaned and processed into a data frame.
- Foursquare be used to locate all venues and then filtered by Italian restaurants. Ratings, tips, and likes by users will be counted and added to the data frame.
- Data will be sorted based on rankings
- Finally, the data be will be grouped into clusters based on the land prices.

Problem Statement

1. What is / are the common venues and land prices in Chennai City?
2. In what Neighbourhood should I open a restaurant to have the best chance of being successful?

Results:

As a result of our analysis with 31 we got 5 clusters based on the price. In that the second cluster has growing areas with affordable land rates. In which few neighbourhoods like Ambattur doesn't have Indian Restaurant in most common venues. So that would be good choice for opening Indian Restaurant.

Conclusion:

Based on the analysis we found a group of neighbourhoods which can be considered for opening a restaurant. Since we have listed the most common venues, we could see few areas where there is no Indian restaurant, which could be idle for opening a new restaurant.