THE BEST PLACE TO OPEN AN INDIAN RESTAURANT IN CHICAGO AREA

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DESCRIPTION OF PROBLEM

- To find the best place for opening an Indian restaurant in the greater Chicago area.

- The place should attract more customers.

- To use the data analytics and visualization techniques for finding a better place for the restaurant.

DATA COLLECTION

- For the analysis, the data regarding the restaurants in and around the Chicago area were retrieved from the Foursquare database.

- The Foursquare API has been used to retrieve the geospatial information of the restaurants nearby.

- Data from the Foursquare are generally obtained in JSON format. It is then refined to fit into the dataframe.

DATA REFINING

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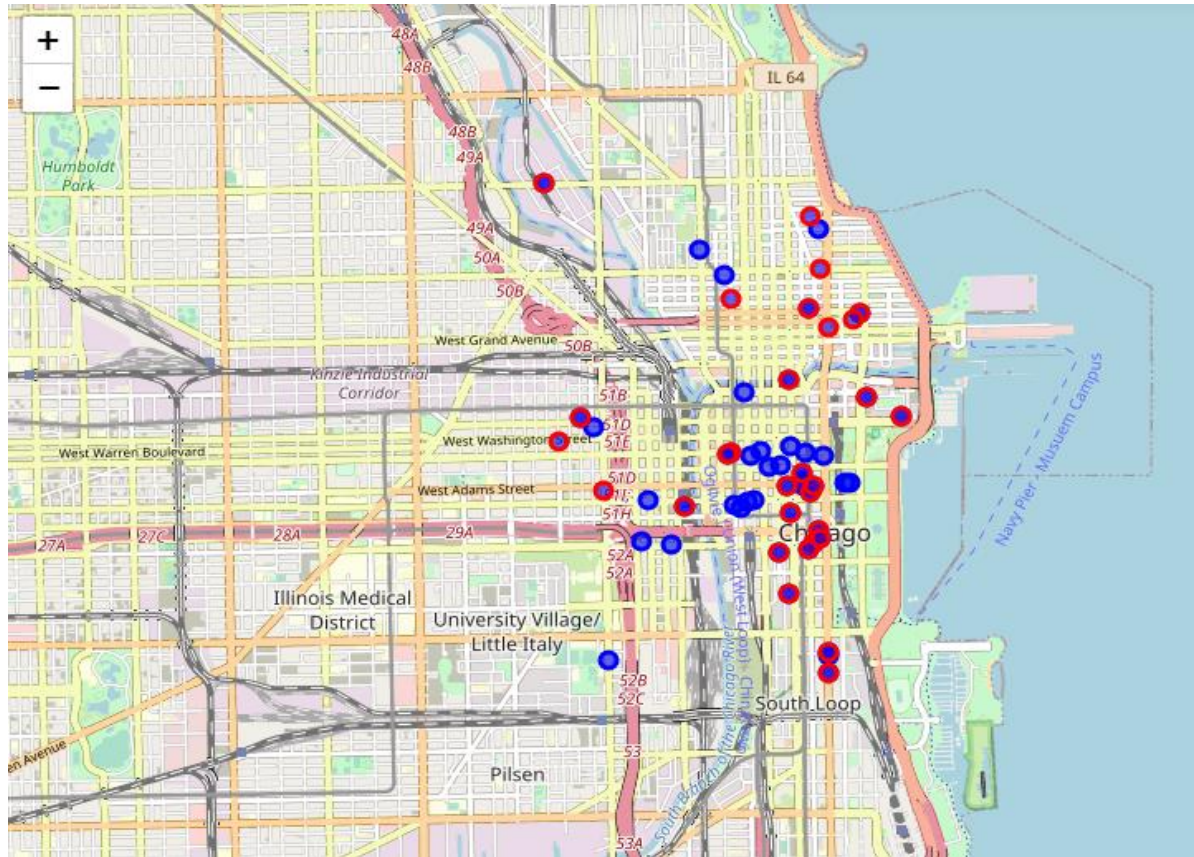
	id	name	categories	referralId	hasPerk	location.address	location.crossStreet	location.lat	location.lng
0	4b9ad8c5f964a520ccdb35e3	Plymouth Restaurant & Bar	[{'id': '4bf58dd8d48988d116941735', 'name': 'B...	v-1606992933	False	327 S Plymouth Ct	btwn W Jackson Blvd & W Van Buren St	41.877138	-87.627969
1	40b28c80f964a52037fb1ee3	Exchequer Restaurant & Pub	[{'id': '4bf58dd8d48988d11b941735', 'name': 'P...	v-1606992933	False	226 S Wabash Ave	NaN	41.878819	-87.625986
2	4b2bedd4f964a520e6bd24e3	The Berghoff Restaurant	[{'id': '4bf58dd8d48988d10d941735', 'name': 'G...	v-1606992933	False	17 W Adams St	btwn S Dearborn St & S State St	41.879334	-87.628368
3	5d8136d5adf8620008fd8200	Opus Restaurant & Café	[{'id': '4bf58dd8d48988d16d941735', 'name': 'C...	v-1606992933	False	65 E Adams St	Wabash	41.879321	-87.625508
4	4b295853f964a520489d24e3	65 Chinese Restaurant	[{'id': '4bf58dd8d48988d145941735', 'name': 'C...	v-1606992933	False	201 W Madison St	btwn Wells & Franklin St	41.881909	-87.634165

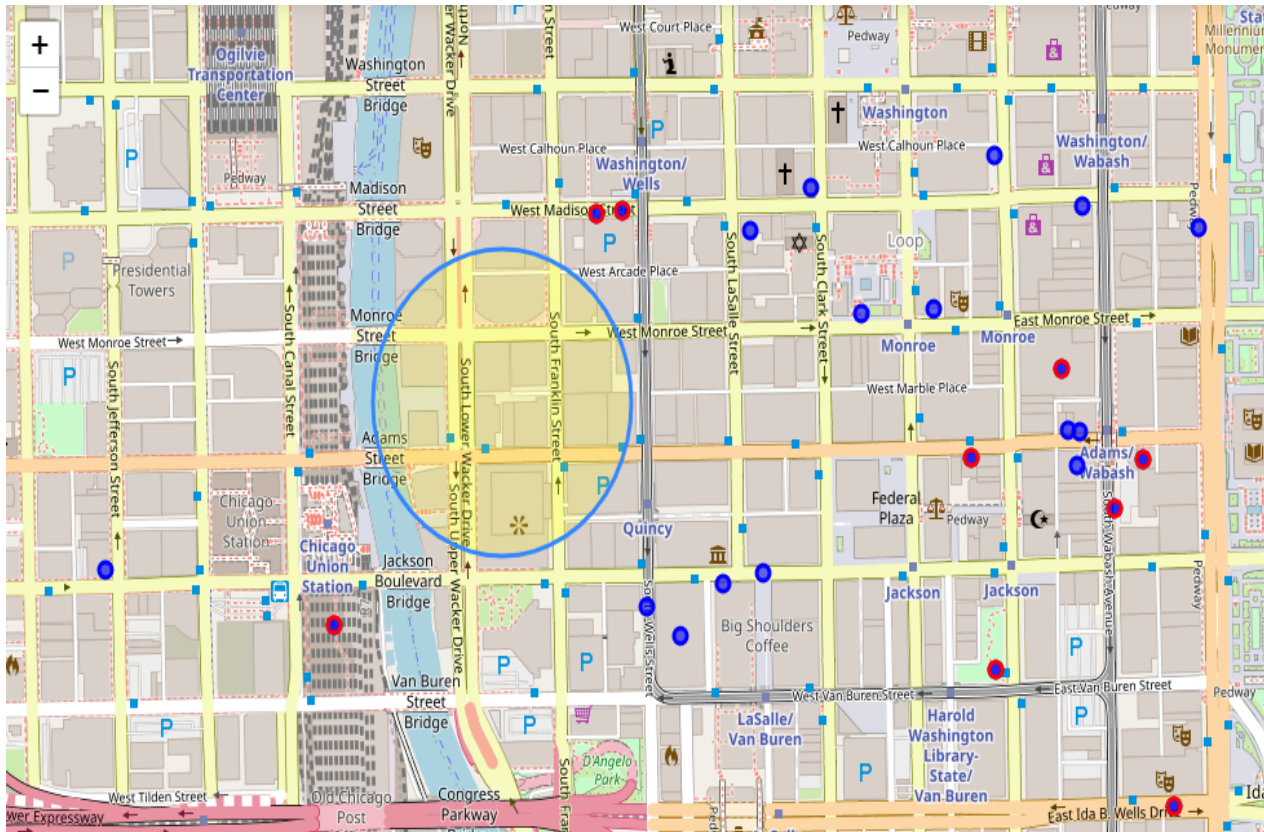|	id	name	location.address	location.lat	location.lng	location.distance	location.postalCode	location.cc	location.city	locatic
0	4b9ad8c5f964a520ccdb35e3	Plymouth Restaurant & Bar	327 S Plymouth Ct	41.877138	-87.627969	342	60604	US	Chicago	IL
1	40b28c80f964a52037fb1ee3	Exchequer Restaurant & Pub	226 S Wabash Ave	41.878819	-87.625986	385	60604	US	Chicago	IL
2	4b2bedd4f964a520e6bd24e3	The Berghoff Restaurant	17 W Adams St	41.879334	-87.628368	532	60603	US	Chicago	IL
3	5d8136d5adf8620008fd8200	Opus Restaurant & Café	65 E Adams St	41.879321	-87.625508	428	60603	US	Chicago	IL
4	4b295853f964a520489d24e3	65 Chinese Restaurant	201 W Madison St	41.881909	-87.634165	1073	60606	US	Chicago	IL

METHODOLOGY

○ The methodology used was finding the place for the restaurant, where there is very low competition. Folium library was used for the mapping process.

○ At the same time, the place must be economically very strong and should have high number of footfall.

○ Choosing such a place would provide us a good lead in doing a very profitable business in the area.

VISUALIZATION

● Indian / Asian Cuisine Restaurants

◉ Other Cuisine Restaurants

RESULTS AND CONCLUSION

- The area which is covered with the yellow bubble is the best space to open the restaurant.
- This place would provide us the best opportunity over others.