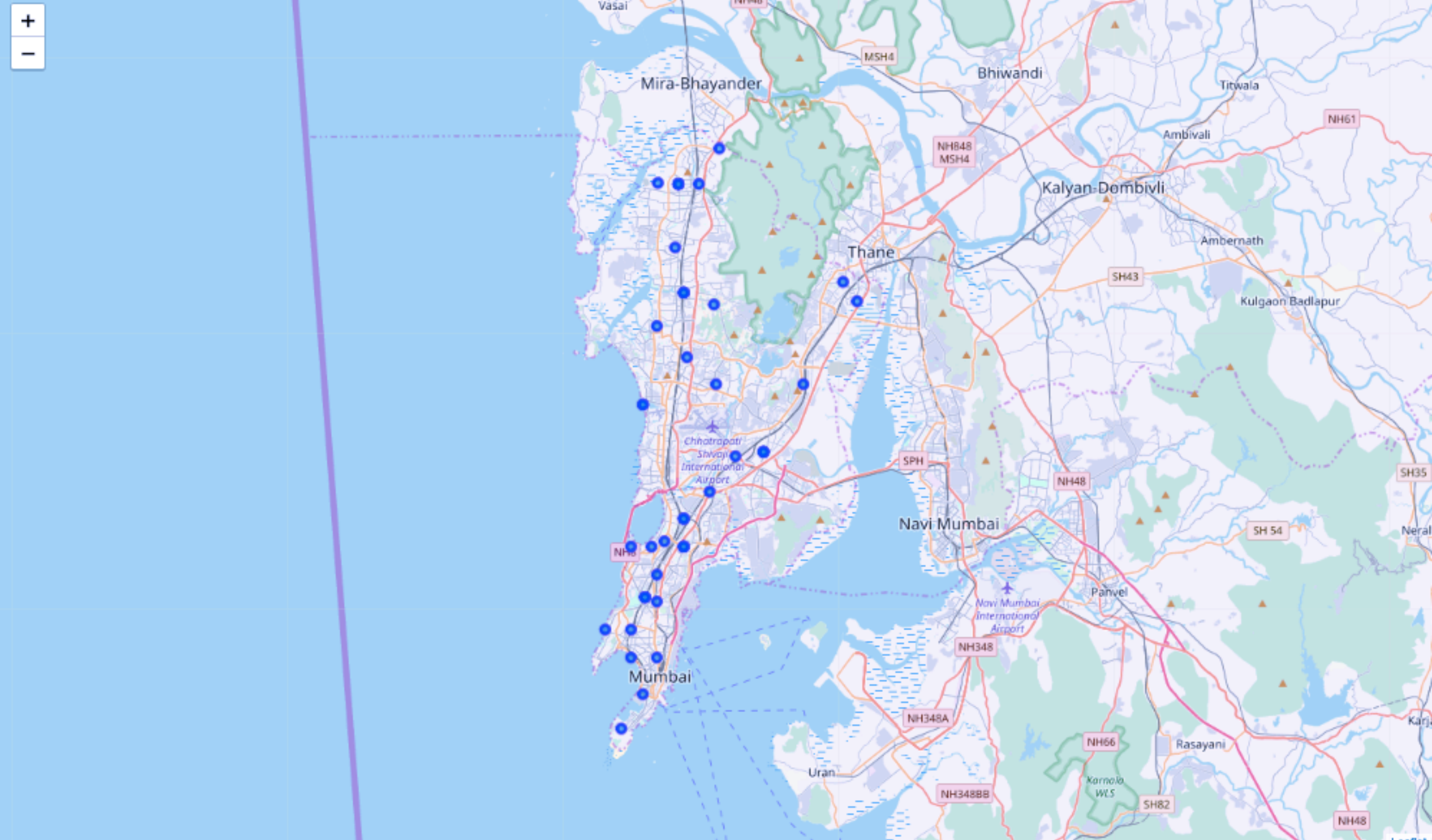# NEW RESTAURANT IN MUMBAI?

FINAL CAPSTONE PROJECT

Harsh Ranawat

IN MUMBAI, THERE IS ALWAYS SPACE FOR ONE MORE RESTAURANT.

THE QUESTION IS, WHICH IS THE RIGHT PLACE TO DO IT?
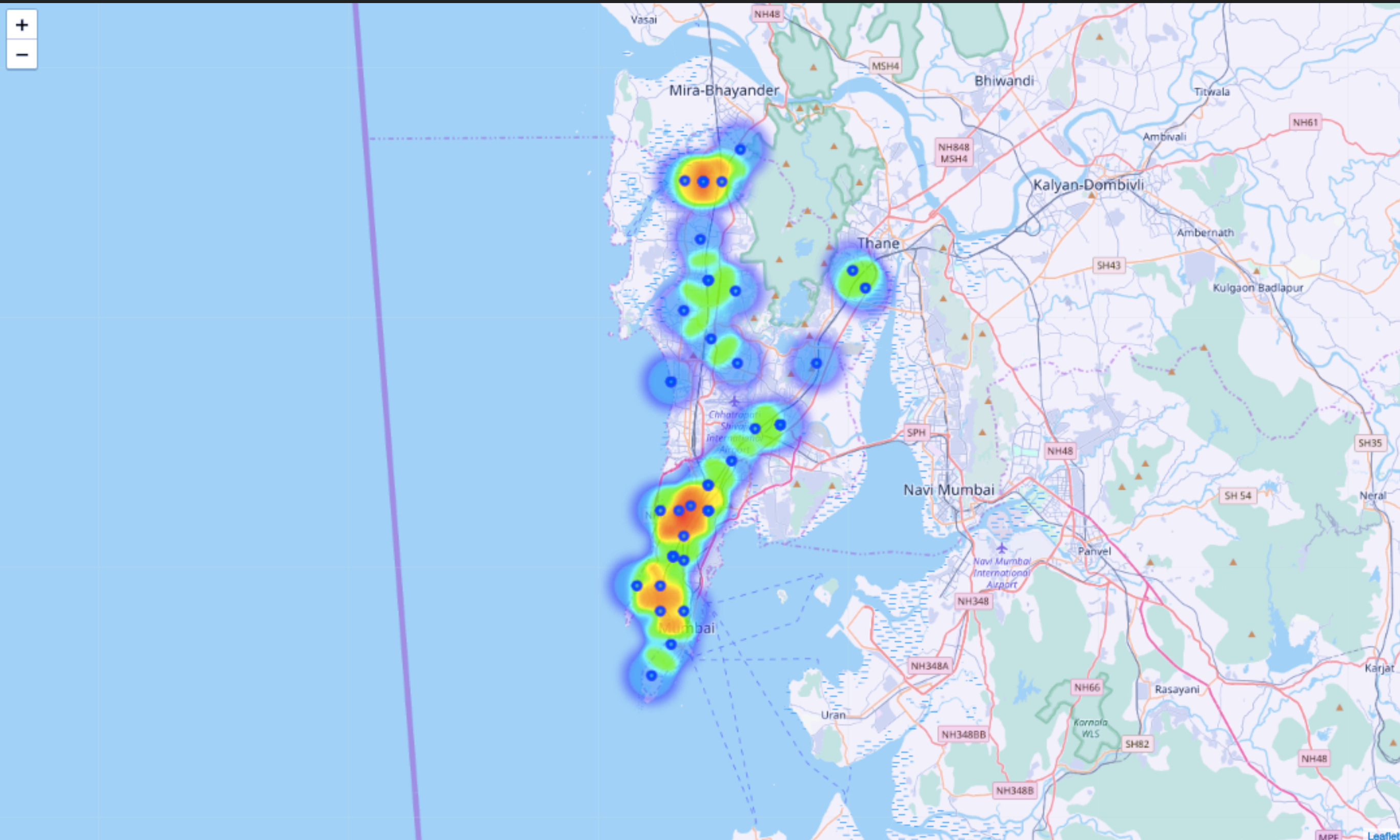
THERE ARE **59** SIGNIFICANT NEIGHBOURHOODS IN THE CITY

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Restaurant Types
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Indian
Middle Eastern
Mixed
Fast Food
Chinese
American
Mexican
Italian
Asian
Multicuisine Indian
Comfort Food
Bengali
Vegetarian / Vegan
Seafood
Molecular Gastronomy
Mediterranean
Maharashtrian
Thai
South Indian
French
Modern European
Japanese
Spanish
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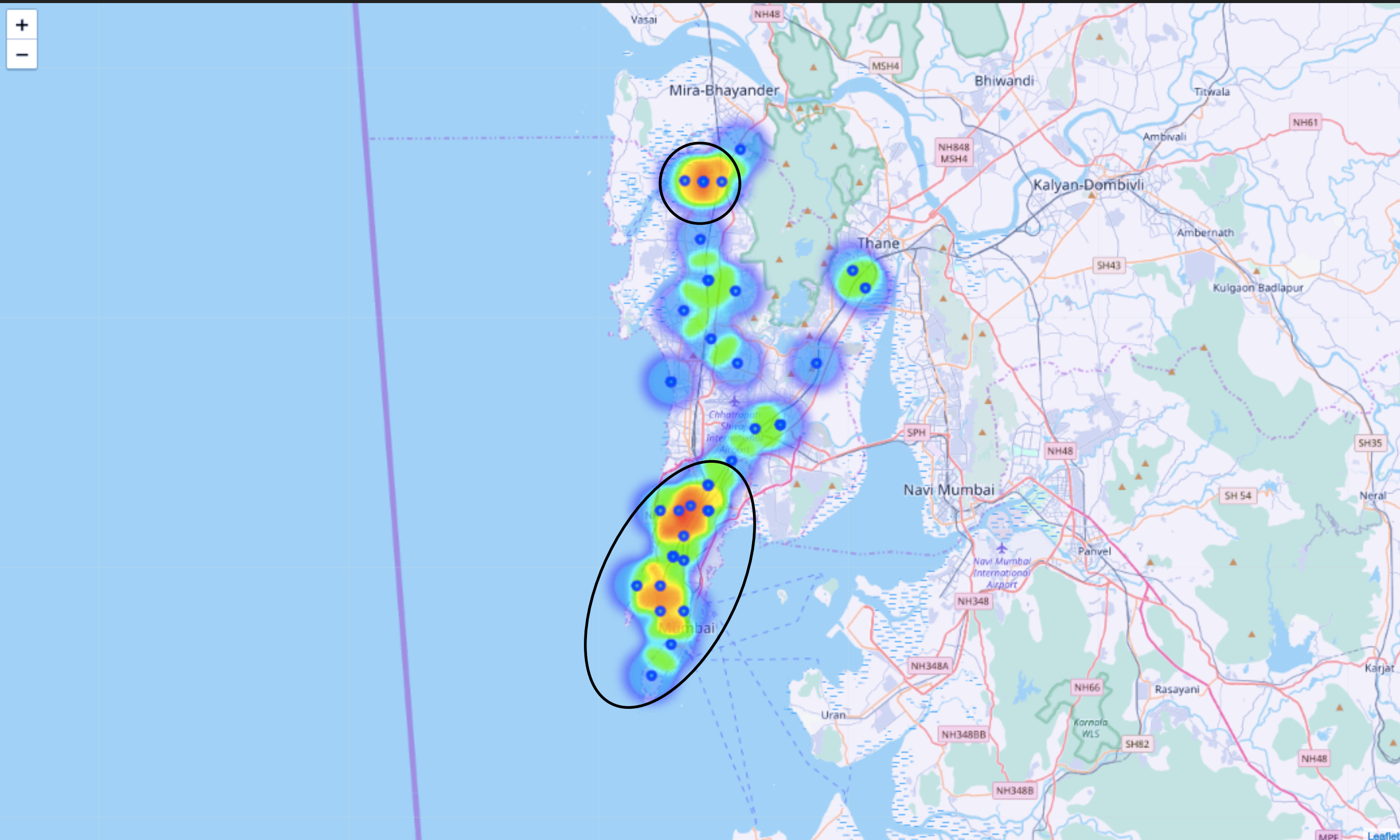
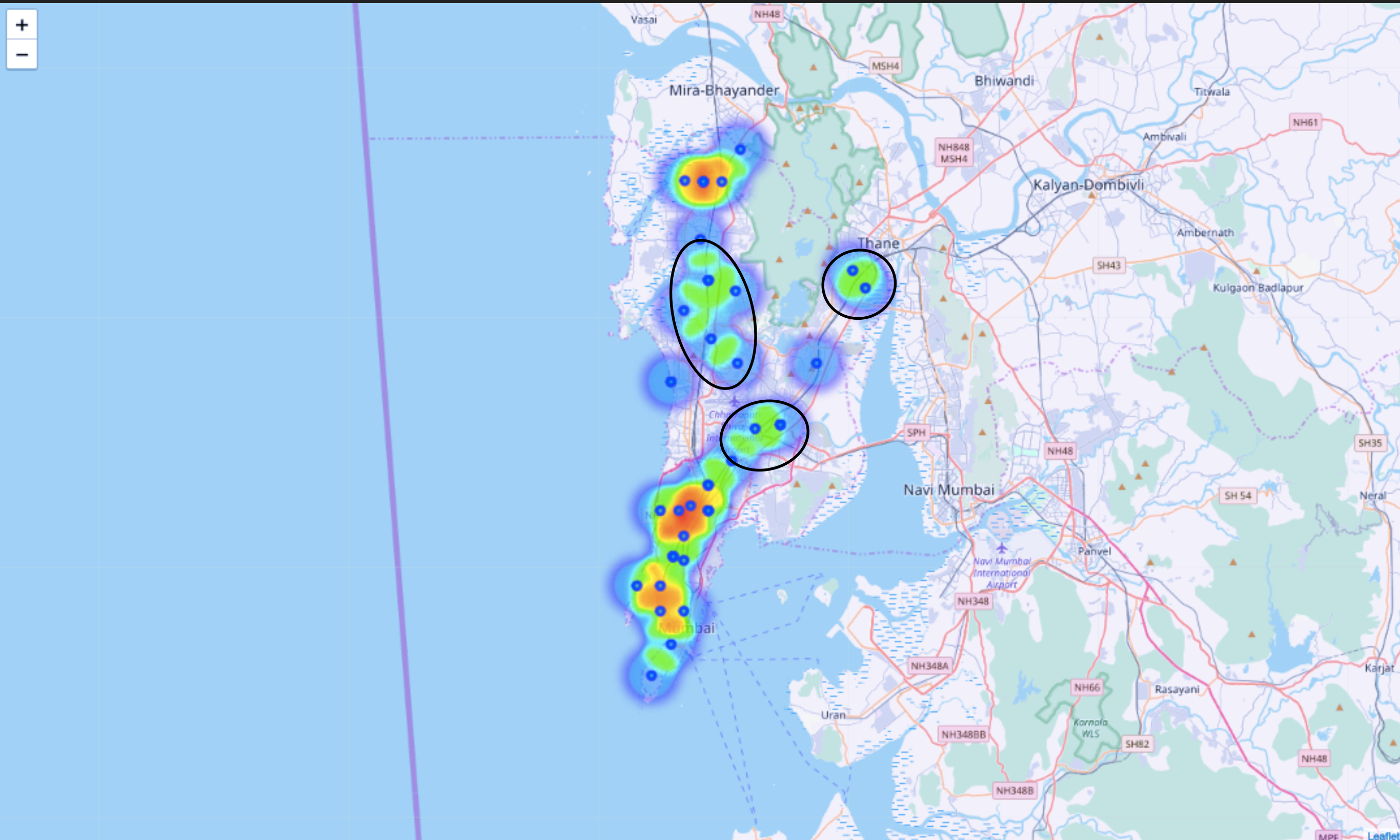**WITH 23 MAJOR RESTAURANT TYPES**

CONFUSED TO OPEN A NEW RESTAURANT?

DATA VISUALISATION WILL HELP.

THIS HEAT MAP DEMONSTRATES THE DENSITY OF RESTAURANTS ACROSS THE CITY

THE **CIRCLED AREAS** ARE DENSE, INDICATING A HIGH ESTABLISHED CUSTOMER BASE.
AT SUCH A LOCATION, **THEMED RESTAURANTS** WITH CURATED MENUS MIGHT BECOME VERY POPULAR.

THE CIRCLED AREAS DENOTE MID DENSITY AREAS, INDICATING A MID-RANGE USER BASE. AT SUCH LOCATIONS, WIDE THEME RESTAURANTS ARE RECOMMENDED.

THE CIRCLED AREAS ARE OF LOW DENSITY, INDICATING A LOW CUSTOMER BASE.
AT SUCH LOCATIONS, MIXED THEMED BUDGET RESTAURANTS ARE LIKELY TO SUCCEED.

GLITCHES

▸ THE SOURCE DATA FROM 'GEONAMES' IS NOT VERY RELIABLE.
FOR EXAMPLE,
NOT ALL POSTCODES HAD GEOGRAPHICAL COORDINATES

▸ THE RESTAURANTS LISTED VIA FOURSQUARE DO NOT INCLUDE RESTAURANT TYPES FOR MANY VENUES.

POSSIBILITIES!

- ▸ IF INFORMATION SUCH AS THE THEME OF THE TO-BE-OPENED RESTAURANT IS KNOWN, THE RESTAURANT TYPE CAN BE INCLUDED TO HELP IN DETERMINATION

- ▸ IF THE PRICE RANGE OF RESTAURANTS IS KNOWN, A PRICE TIER BASED DETERMINATION CAN ALSO BE MADE

- ▸ THE KNOWLEDGE OF VEGETARIAN/NON-VEGETARIAN OF RESTAURANTS CAN BE INCLUDED TOO

THANKS