Introduction

Background

Birmingham is a diverse, multicultural city located in the UK with many visitors every year for leisure or business purposes. The city is well known for the number of different types of restaurants and cuisines available and is famous for being the home of Balti-houses, a type of Indian restaurant.

Visitors to Birmingham often look for hotels located near amenities and restaurants, which local businesses often target.

Business Problem

The relationship between hotel locations and restaurants, and restaurant types needs to be investigated. Data is needed to locate hotels in Birmingham, the density of restaurants around these hotels, and the most popular or represented cuisines. This report will provide an insight into the distribution of restaurants vs hotel locations and where there could be opportunities to open a restaurant as well as the ideal restaurant type.

Interest

This analysis can be a useful tool for an investor looking to start a restaurant business in Birmingham, as the report provides useful information on the hospitality services around the city center.