IBM Applied Data Science Capstone

Opening new Indian restaurant in Atlanta: An exploration of neighborhoods in Atlanta, Georgia, USA

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Introduction

The population of Indian American in Atlanta is going up. Many people who come from India to Atlanta work in IT sectors. The preferred location of their job in southeastern reason of USA is Atlanta. As Atlanta is becoming a hub city for the IT and health sector companies, it is attracting many people of South Asian origin, most of whom work in the IT sector. In addition to those companies, Atlanta has some well-known big universities such as Georgia Institute of Technology, Georgia State University, Emory University. These universities attract lot of students who likes Indian foods. Because Indian cuisines are distinctive from other foods primarily because of their spicy taste, Indian foods are becoming popular for the people other than Indian origin also. Entrepreneur who is interested in opening a new Indian restaurant might want to do research on the distribution of Indian restaurant, quality and types of the cuisine they serve, price of the foods, neighborhoods where Indian people prefer to live, their outing and eating habit, companies where Indian people work, and number of Indian students who are attending in the universities, etc. The development of the business plan as well as success of the business depends on these factors. In this project, the analysis of the distribution of the Indian restaurant in neighborhoods of Atlanta will be explored with the goal of providing a suggestion of a location for the new Indian restaurant.

Business problem

Opening a new restaurant involves the research of a location in a city. In this project, we are trying to explore Atlanta neighborhoods to provide a recommendation of a suitable region for business success. Planning to open an Indian restaurant demands the

data analysis of the distribution of Indian restaurants in the Atlanta area. In addition to that, it requires an understanding of various aspects of targeted customers. This includes neighborhoods where most of the Indian communities live, the number of Indian American in a particular area, the number of Indian students studying in the nearby universities, etc. For an investor or an entrepreneur who is planning to open a new restaurant, these business challenges need to be tackled based on facts and figures before he or she starts making a business plan.

Target Audience

The targeted audience of this project is business entrepreneurs or investors who are planning to invest on restaurant business. Data analysis from this project might be very useful for the Indian business investors who are investing in other sectors that target Indian populations since this project provides the indirect information about the neighborhoods where most of the Indian people live. Moreover, the information generated on Indian communities will be helpful for the Indian organizations who are working to build their communities better.