

1. Introduction

1.1 Background

Mangalore, officially known as Mangaluru, is the chief port city of the Indian state of Karnataka. Mangalore is the state's only city to have all four modes of transport—air, road, rail and sea. The population of the urban agglomeration is nearly a million.

Mangalore is also the administrative headquarters of the Dakshina Kannada district. This city's International Airport is the second-largest airport in Karnataka state. Mangalore is a **commercial, industrial, educational, healthcare and startup hub**. Day by day the population of the city is increasing and there are more visitors to the city. This leads to a good business opportunity. There is ample scope for opening restaurants.

1.2 Business Problem

In this project we will try to find a good location for a restaurant in Mangalore city. There are many restaurants in the city. But, we would like to identify a crowded location where there is no restaurant or just one.

Identifying the **optimal location for opening a new restaurant is the business problem** of this project.

Restaurants around **colleges, healthcare, factories, government buildings and schools** normally do good business. Such locations are normally crowded. Project should propose an optimal location, that should be **within the 200meters (walkable distance)** from the main spot such as college/hospital etc.

1.3 Business Stakeholders

Business entities are obviously interested to know such a location. There are many individuals who might have already searched for such places but could not identify the one. This project will help all such interested individuals or business entities who are looking for an optimal location to open a restaurant in a crowded place.