

Business Problem

Bangalore Restaurants Analysis

I was always fascinated by the food culture of Bengaluru. Restaurants from all over the world can be found here in Bengaluru. From United States to Japan, Russia to Antarctica, you get all type of cuisines here. Delivery, Dine-out, Pubs, Bars, Drinks, Buffet, Desserts you name it and Bengaluru has it. Bengaluru is best place for foodies. The numbers of restaurant are increasing day by day. Currently this stands at approximately 12,000 restaurants. This industry hasn't been saturated yet. And new restaurants are opening every day. However it has become difficult for them to compete with already established restaurants. The key issues that continue to pose a challenge to them include high real estate costs, rising food costs, shortage of quality manpower, fragmented supply chain and over-licensing. This project aims at analyzing demography, its food culture of the location. Most importantly it will help new restaurants in deciding their theme, menus, cuisine, cost etc. for a particular location. It also aims at finding similarity between neighborhoods of Bengaluru on the basis of food. With the analysis the project also will help people in choosing the restaurant based on several other factors. The project will mainly try to answer the question based on restaurants and foodies interest. And what factors should be kept in mind if someone wants to open new restaurant.

- Does the demography of an area matters?
- Does location of a particular type of restaurant also depends on the people living in that area?
- Does the theme of the restaurant matters?
- Is a food chain category restaurant likely to have more customers than its counterpart?
- Are any neighborhoods similar based on the type of food?
- Is a particular neighborhood famous for its own kind of food?
- If two neighborhoods are similar does that mean these are related or particular group of people live in the neighborhood or these are the places to it?
- What kind of a food is more popular in a locality?
- Does the entire locality love vegetarian food? If yes then is that locality populated by a particular sect of people for eg. Jain, Marwaris, Gujaratis who are mostly vegetarian.

With these questions in mind we will try to find out the factors that would affect opening of a new restaurant in a locality. The dataset also contains reviews for each of the restaurant which will help in finding overall rating for the place.