

Segmenting and Clustering Neighborhoods of Mumbai City to find Optimal Location for Opening an Indian Restaurant

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1. Introduction

1.1 Background Information:

Mumbai, formerly known as Bombay, is the capital city of Maharashtra. The Greater Mumbai area occupies a long, narrow peninsula in the Arabian Sea on the west coast of India. Mumbai is the most populous city in India and in the top five in the world. While the 2011 census estimated population at 12.4 million. Mumbai is the financial center, economic powerhouse, and industrial hub of India. In 2018, a report by New World Wealth ranked the city as the 12th wealthiest global city with a total private wealth of US Dollar 950 billion.

The Mumbai city is one of the world's top centers of commerce in terms of financial flow. It is also home to important financial institutions, such as the Reserve Bank of India, the Bombay Stock Exchange, the National Stock Exchange of India, and corporate headquarters of many Indian companies and multinational corporations.

1.2 Discription of problem:

Mubai is rich in its Indian cuisine. It has huge variety of Indian foods from different parts of India. Mumbai seems to be a better place for setting up an Indian restaurant. Since there are lots of restaurants in Mumbai we will try to detect locations that are not already crowded with restaurants. We are also particularly interested in areas with no Indian restaurants in vicinity.

1.3 Target Audience:

Companies or Individuals looking into opening a restaurant would be interested in prediction of optimal location in Mumbai City. This project will provide an analysis whether the venture is feasible or not.