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UNCW BAN 530 APPLICATIONS IN BUS ANALYTICS

Market Saturation Report on Restaurants in

Bengaluru (aka Bangalore), India

Background –

Bengaluru is the capital of the Indian state of Karnataka which has stretched resources to feed its over 14 million people. The Hospitality industry in Bengaluru is a thriving, growing market that has seen a huge interest in the Food and Beverage (F&B) sector, particularly when it comes to technology. The reason technology is a focus is because they have the equivalent of the Silicon Valley of India, where the latest stronghold of technology is being developed in the suburbs of Bengaluru in the Internet Cloud Systems (ICT) Park[[1]](#footnote-1). The F&B sector must fill the needs of a very technical and educated population which is reflected in its restaurant diversity. With the COVID pandemic of 2000, Bengaluru saw customers wanting more take-out and delivery options as well as an increase in demand for outdoor dining, just like the rest of the world.

One new area of growth is with technology in the food delivery area, specifically through aggregate delivery services such as through Zomato. Zomato prides itself on bringing a large collection of delivery services from restaurants of many different cuisines through its mobile app. After many acquisitions with growth, Zomato refocused on its home base in India in 2022[[2]](#footnote-2) and the data set examined in this report also focuses only in the specific area of Bengaluru.

Along with the modernization of delivery services, other trends in the F&B sector include the type of dining space, the quality of the cuisine being served, whether the dining space has online reservations and can accommodate delivery needs, as well as the location of the business. Following the advice of a head chef with experience in running Michelin start restaurants, Chef Sameer Sharma, to enter the F&B sector as a restaurant owner, one must start by exploring the local market to analyze “the local market to identify untapped niches and opportunities, and to create a unique and compelling concept that sets their restaurant apart from the competition” [[3]](#footnote-3). This report will do just that as we research current trends of restaurants in Bengaluru (changed from Bangalore in 2006), investigate customer preferences, as well as identify the types of restaurants already in specific areas.

Scope Statement –

**This report explores the levels of saturation of restaurants within Bengaluru, India through examination of current trends, customer preferences, and established restaurants.**

Market Saturation occurs where the market growth trajectory of a given product stagnates, in this case, in the F&B sector. When the good or service that is being made available to consumers to such a large extent that no new product idea or improved service would be accepted in that market sector, it is a consequence of market saturation. Therefore, obtaining new customers does not occur and the result is sliding revenues.

## Goals –

* Explore Current Trends in cuisine by city.
* Look at Customer Preferences of restaurant attributes by city.
* Identify the type of restaurants already in the area.

## Objectives –

* Analyze Current Trends in cuisine by city using Tableau or JMP.
  + What is the cuisine that appears most within a given city?
  + What are the reviews about the restaurants in each city?
* Explore Customer Preferences of attributes by city using Tableau or JMP.
  + Do most restaurants have delivery in each city?
  + Do most restaurants have online reservations in each city?
  + What are the most common things Customer reviews talk about in each city?
* Examine Types of restaurants in the area by city using Tableau or JMP.
  + Which type of restaurant is most present in each city?
  + Which type of restaurant is least present in each city?

## Stakeholders –

* Real Estate Investors in the Hospitality area
* Restaurant Entrepreneurs
* Local Governments in their planning and budget departments
* Potential Customers (Employees in the IT and Business Support fields)

Requirements – Data from each city must be taken with regard with regards to type of cuisine, types of restaurant format, delivery options, reservation options, and customer text reviews.

Deliverables – Describe characteristics of products, services, and/or results produced.

## Report on Current Trends in Cuisine in Bengaluru cities.

## Report on Customer Preferences.

## Background Report on the types of restaurants in Bengaluru.

## Report on Recommended Next Steps.

Project Exclusions – This project will not address the cost factors in opening or operating a restaurant in Bangaluru. It will also not determine if the data such as website addresses in the data set are up to date.

Constraints – This report will be limited by the accuracy of the data given by Zomato to Kaggle because it did not include any dates. It can be estimated to be at least 4 years old, which puts in prior to the worldwide COVID pandemic which affected the Hospitality tremendously.

Assumptions – The data will be assumed to be current (taken within the last 5 years) and not include the impact of the COVID pandemic.

1. <https://www.britannica.com/place/Bangalore-India> [↑](#footnote-ref-1)
2. <https://en.wikipedia.org/wiki/Zomato> [↑](#footnote-ref-2)
3. <https://www.linkedin.com/posts/sameer-s-3201bab_navigating-market-saturation-for-new-restaurant-activity-7027500469149184000-jEIe/> [↑](#footnote-ref-3)