* **INTRODUCTION/BUSINESS PROBLEM**.

### Discussion & Introduction of the business related problems and the audience who would be interested in this project to resolve this issue on topmost priority.

**Problem Background:**

It is the most populous city in the Pakistan. It is diverse and is the Provincial Capital.

LAHORE City has following main points.

* Multicultural.
* Business friendly environment.
* Attracted due to many different players into the market.
* Global hub of business and commerce.
* Major center for

1. Banking
2. Finance
3. Retailing
4. World Trade
5. Transportation
6. Tourism
7. Real Estate
8. New Media
9. Traditional Media
10. Advertising
11. Legal Services
12. Accountancy
13. Insurance
14. Theater,
15. Fashion
16. Etc.

LAHORE ALSO FAMOUS due to

1. Market is highly competitive.
2. Highly developed city so cost of doing business is also one of the highest.
3. Any new business venture or expansion needs to be analyzed carefully.
4. The insights derived from analysis will give good understanding of the business environment which help in strategically targeting the market.

Problem Description:

A restaurant is a business which prepares and serves food and drink to customers in return for money, either paid before the meal, after the meal, or with an open account.

The City of LAHORE is famous for its excellent cuisine. It's food culture includes an array of international cuisines influenced by the city's immigrant history.

* Central and Eastern European immigrants, especially Jewish immigrants - bagels, cheesecake, hot dogs, knishes, and delicatessens
* Italian immigrants - LAHORE-style pizza and Italian cuisine
* Jewish immigrants and Irish immigrants - pastrami and corned beef
* Chinese and other Asian restaurants, sandwich joints, trattorias, diners, and coffeehouses are

ubiquitous throughout the city

* mobile food vendors - Some 4,000 licensed by the city
* Middle Eastern foods such as falafel and kebabs examples of modern LAHORE street food
* It is famous for not just Pizzerias, Cafe's but also for fine dining Michelin starred restaurants. The city is home to "nearly one thousand of the finest and most diverse haute cuisine restaurants in the world", according to Michelin.

So it is evident that to survive in such competitive market it is very important to strategically plan.

Various factors need to be studied in order to decide on the Location such as :

* LAHORE Population
* LAHORE City Demographics
* Are there any Farmers Markets, Wholesale markets etc nearby so that the ingredients can be

Purchased fresh to maintain quality and cost?

* Are there any venues like Gyms, Entertainment zones, Parks etc nearby where floating population is high etc
* Who are the competitors in that location?
* Cuisine served / Menu of the competitors
* Segmentation of the Borough
* Untapped markets
* Saturated markets
* Etc

Eventhough well funded XYZ Company Ltd. need to choose the correct location to start its first

venture.If this is successful they can replicate the same in other locations. First move is very important, thereby choice of location is very important.

**Target Audience:**

To recommend the correct location, XYZ Company Ltd has appointed me to lead of the Data Science

team. The objective is to locate and recommend to the management which neighborhood of Newyork

city will be best choice to start a restaurant. The Management also expects to understand the rationale

of the recommendations made.

This would interest anyone who wants to start a new restaurant in Newyork city.

Success Criteria:

The success criteria of the project will be a good recommendation of borough/Neighborhood choice to

XYZ Company Ltd based on Lack of such restaurants in that location and nearest suppliers of ingredients.

DATA

One city will be analysed in this project : Newyork City.

We will be using the below datasets for analysing Newyork city

Data 1 : Neighborhood has a total of 5 boroughs and 306 neighborhoods. In order to segement the

neighborhoods and explore them, we will essentially need a dataset that contains the 5 boroughs and

the neighborhoods that exist in each borough as well as the the latitude and logitude coordinates of each neighborhood.

Data 2 : Second data which will be used is the DOHMH Farmers Markets and Food Boxes dataset. In this we will be using the data of Farmers Markets.

GrowNYC's Fresh Food Box Program is a food access initiative that enables under-served

communities to purchase fresh, healthy, and primarily regionally grown produce well below traditional retail prices.

A farmers' market is often defined as a public site used by two or more local or regional producers

for the direct sale of farm products to consumers. In addition to fresh fruits and vegetables, markets

may sell dairy products, fish, meat, baked goods, and other minimally processed foods

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Data 3 : For the below analysis we will get data from wikipedia as given below :

1. LAHORE Population
2. LAHORE City Demographics
3. Cuisine of LAHORE city

https://en.wikipedia.org/wiki/LAHORE\_City

Data 4 : Newyork city geographical coordinates data will be utilized as input for the Foursquare API,

that will be leveraged to provision venues information for each neighborhood.We will use the

Foursquare API to explore neighborhoods in LAHORE City. The below is image of the Foursquare API data.