

Best café location in Bangalore

September 22, 2019

0.0.1 Background

Bengaluru is the center of India's high-tech industry. This city is also known for its parks and nightlife. Its sometimes referred to as the "Silicon Valley of India" because of its role as the nation's leading information technology (IT) exporter. Bengaluru has one of the most highly educated workforces in the world. It is home to many educational and research institutions, such as Indian Institute of Science (IISc), Indian Institute of Management (Bangalore) (IIMB), International Institute of Information Technology, Bangalore (IIITB), National Institute of Fashion Technology, Bangalore, National Institute of Design, Bangalore (NID R&D Campus), National Law School of India University (NLSIU) and National Institute of Mental Health and Neurosciences (NIMHANS). Numerous state-owned aerospace and defence organisations, such as Bharat Electronics, Hindustan Aeronautics and National Aerospace Laboratories are located in the city. Its a green city and has pleasant weather conditions.

0.0.2 Business Problem

Being an IT hub, its also a great place for businesses like malls, cinema and recreational places as most of the people here are dependent mainly on the restaurant food as they don't have time to cook for themselves. With such an overwhelming demand of restaurants it has therefore become important to study the demography of a location Starting a Cafe with nice ambience and food would be a great idea in a place like Bengaluru. We need to look at different factors that will help in deciding which will be the best location. We are considering the below factors for trying to address this business problem: 1. Which locations have the best rated Cafes 2. Which locations have potential customers for our Cafe 3. Which locations have very few Cafes 4. Which location has optimal commercial rent and maintenance 5. Which location has closest reach to raw materials and at low cost 6. How many food places are present in each area with more than 3 or 4 rating 7. Which dishes and which cuisine are the best rated across all the Cafes 8. What is the per person cost of the place 9. What are Cafes that are best rated for ambience in each location

0.0.3 DATA

1. Restaurants Data

To obtain the Data for our analysis, lets start with obtaining the data of all the Cafes and also neighborhood restaurants for all the locations of Bangalore. Then we can start answering all the questions by analyzing our data.

This can be done by scraping data from zomato website link for the data is here:

[https://github.com/Narumanchi/Capstone/blob/master/cafe_data\(1\).csv](https://github.com/Narumanchi/Capstone/blob/master/cafe_data(1).csv)

2. Neighborhood data

Once we obtain all the data related to restaurants and Cafes of our interest, we may also need to understand the neighborhood of each of our cafes to understand more about their performance and consider it as a factor for deciding the best location. This can be obtained as Foursquare API

3. Geocoder python

To obtain the latitude and longitudes of each location we use Geocoder

0.0.4 Process

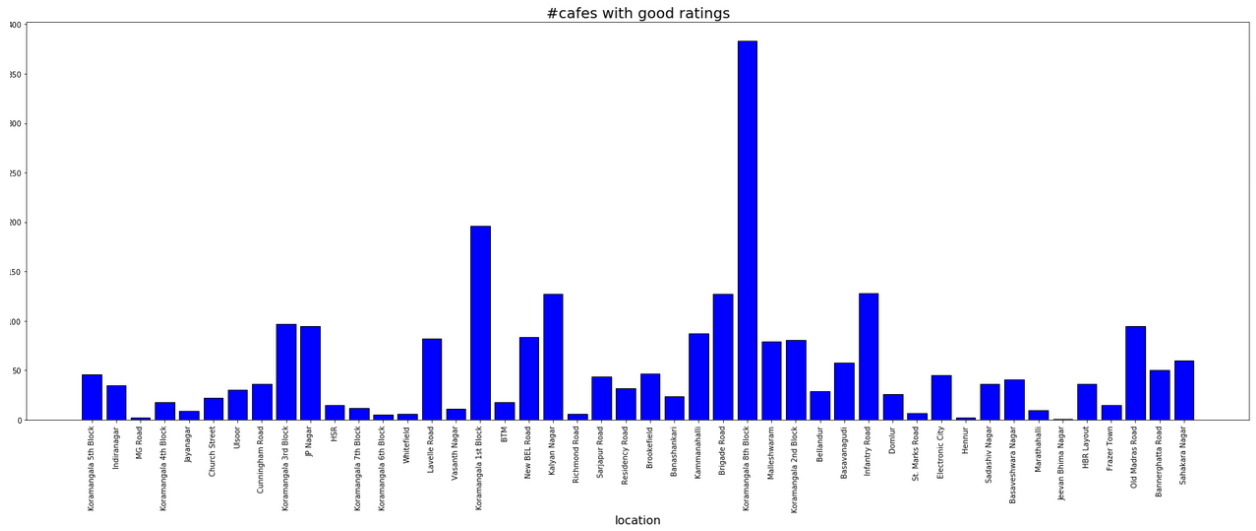
1. First we will obtain data of all the Cafes, their average ratings, total # customers and their reviews, pricing etc.
2. Then we look at neighborhood Restaurants and their trending dishes views, rating and cost and thier potential influence on neighborhood cafes will be analyzed
3. once we obtain all the data, we compare all the locations for pros and cons by looking at number of Cafes nearby, number of potential restaurant competitors nearby, neighborhood trends and features, cost, potential customer population etc to arrive at the optimal location

below are the screenshots for the process and the results at each step:

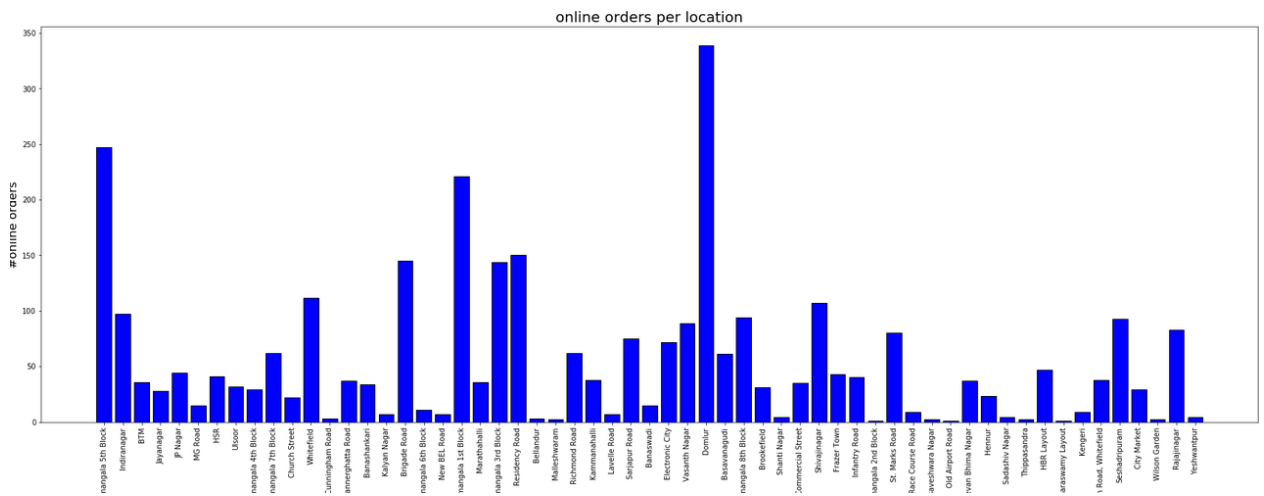
name	online_order	book_table	rate	votes	phone	location	rest_type	dish_liked	cuisines	approx_cost(for two people)	Unnamed: 0	lat	long
San Churro Cafe	Yes	No	3.8/5	918	+91 9663487993	Banashankari	Cafe, Casual Dining	Churros, Cannelloni, Minestrone Soup, Hot Choc...	Cafe, Mexican, Italian	800	1	15.887678	75.704678
Onesta	Yes	Yes	4.6/5	2556	080 48653961\ n080 48655715	Banashankari	Casual Dining, Cafe	Farmhouse Pizza, Chocolate Banana, Virgin Moji...	Pizza, Cafe, Italian	600	1	15.887678	75.704678
Penthouse Cafe	Yes	No	4.0/5	324	+91 8884135549\ n+91 9449449316	Banashankari	Cafe	Pizza, Mocktails, Coffee, Nachos, Salad, Pasta...	Cafe, Italian, Continental	700	1	15.887678	75.704678
Smacznego	Yes	No	4.2/5	504	+91 9945230807\ n+91 9743804471	Banashankari	Cafe	Waffles, Pasta, Coleslaw Sandwich,	Cafe, Mexican, Italian, Mimos.	550	1	15.887678	75.704678

Above shows the structure of the data being used for the analysis.

We have data for almost 5000 plus cafes across Bangalore,



Above graph shows the location wise count of best rated restaurants. This helps understand the competition.



Above graph shows the cafes that accept online orders by location.

If a location has more number of cafes, but very few good rated cafes, it means that the cafes are more although good ones are less in that location. So scope of running a café with good ambience and food in location with the % <50 will be good.

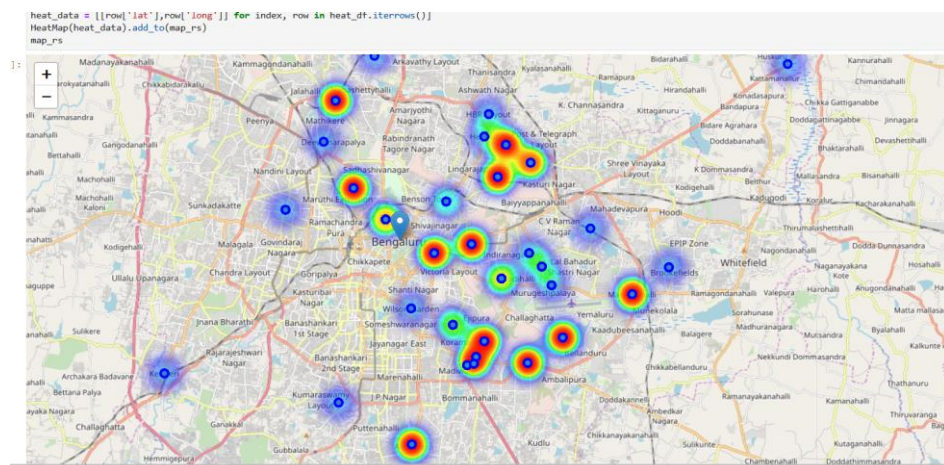
To understand more about how a location has top rated cafes vs the total number of cafes, below table was used.

	location	top_cnts	counts	%top
44	Bannerghatta Road	2	116	1.724138
39	Marathahalli	7	87	8.045977
42	Frazer Town	5	40	12.500000
17	BTM	46	320	14.375000
35	Electronic City	12	58	20.689655
26	Brigade Road	30	111	27.027027
30	Bellandur	22	78	28.205128
33	Domlur	15	51	29.411765
24	Banashankari	35	114	30.701754
28	Malleshwaram	26	73	35.616438
31	Basavanagudi	18	50	36.000000
40	Jeevan Bhima Nagar	6	16	37.500000
19	Kalyan Nagar	44	112	39.285714
9	JP Nagar	84	204	41.176471
10	HSR	82	188	43.617021
13	Whitefield	60	135	44.444444
22	Residency Road	36	79	45.569620
25	Kammanahalli	32	70	45.714286

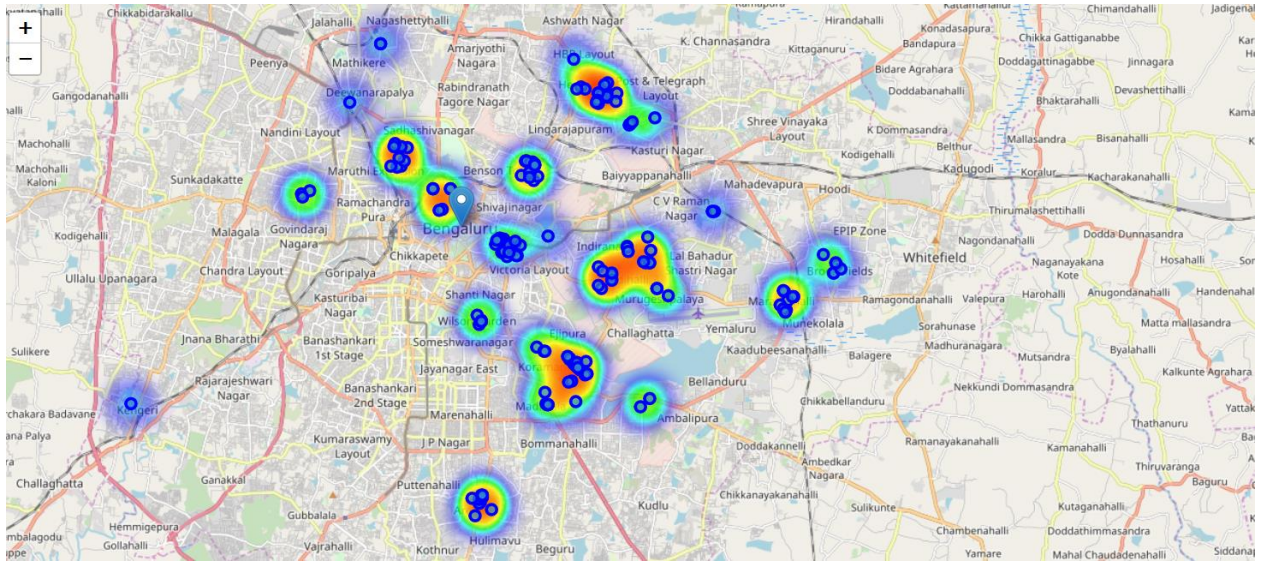
Cost vs popularity based on votes is another factor we considered for the analysis to understand what is the best range in each location with high visits

	location	name	cost	votes
459	Koramangala 5th Block	Truffles	900.0	14726
421	Koramangala 4th Block	Onesta	600.0	9085
427	Koramangala 4th Block	The Hole in the Wall Cafe	600.0	7137
261	Indiranagar	Glen's Bakehouse	600.0	5352
572	New BEL Road	Onesta	600.0	4897
146	Cunningham Road	Hammered	1300.0	4845
274	Indiranagar	Onesta	600.0	4709
314	JP Nagar	Onesta	600.0	4421
581	New BEL Road	Truffles	900.0	3916
209	HSR	Onesta	600.0	3859
444	Koramangala 5th Block	Dyu Art Cafe	800.0	3854
499	Lavelle Road	Soda Bottle Opener Wala	1300.0	3730
640	St. Marks Road	Truffles	900.0	3614
135	Church Street	Smally's Resto Cafe	650.0	3581
445	Koramangala 5th Block	ECHOES Koramangala	750.0	3220

Below is the image of heat map which shows the location wise café density



Using four square API, to look at the neighbourhood restaurants for these locations to understand the competition:



	location	cuisines	rate
364	Koramangala 5th Block	Cafe, American, Burger, Steak	4.700000
386	Koramangala 5th Block	Chinese, American, Continental, Italian, North...	4.700000
469	New BEL Road	Cafe, American, Burger, Steak	4.700000
125	Cunningham Road	North Indian, Thai, Japanese, Continental, Cafe	4.688235
408	Koramangala 7th Block	Cafe, Desserts, Continental	4.615789
239	Indiranagar	Desserts, Cafe, Beverages	4.600000
350	Koramangala 4th Block	Cafe, American, Burger	4.600000
113	Church Street	Cafe, Pizza, Beverages	4.600000
37	Banashankari	Pizza, Cafe, Italian	4.600000
202	Indiranagar	Cafe, American, Burger, Steak	4.600000
157	HSR	Cafe, American, Burger, Beverages	4.600000
67	Basavanagudi	Pizza, Cafe, Italian	4.600000
465	Marathahalli	Pizza, Cafe, Italian	4.600000
381	Koramangala 5th Block	Cafe, Italian, Fast Food	4.500000
564	Whitefield	American, Cafe, Continental, French, Burger, M...	4.500000
307	Kalyan Nagar	Cafe, American, Burger, Steak	4.500000
389	Koramangala 5th Block	Desserts, Cafe	4.500000
540	St. Marks Road	Cafe, American, Burger, Steak	4.500000

Cuisine wise rating for all the locations to get the most highly rated ones

0.0.5 Results discussion

1. Most cafes are present in areas: Koramangala Indiranagar BTM Jayanagar JP Nagar MG Road HSR Ulsoor
2. Cafes locations with most online orders: Domlur Kormangala Brigade road Indira nagar Sheshadripuram Sarjapur Electronic city
3. Top rated Cafe locations on an average rating for a location Koramangala Indiranagar MG Road Jayanagar Church Street Ulsoor Cunningham Road JP Nagar HSR
4. Cafes with low number of high rated cafes ($<50\%$ for top rated/total $\times 100$) Bannerghatta Road Marathahalli Frazer Town BTM Electronic City Brigade Road Bellandur Domlur Banashankari Malleshwaram Basavanagudi Jeevan Bhima Nagar Kalyan Nagar JP Nagar HSR Whitefield New BEL road and couple of others..
5. Top rated cuisines American burger Continental Desserts Pizza Italian
6. Range of cost for most voted cafes: 600-900
7. Most popular locations by votes: Kormangala Indira nagar New BEL road JP Nagar HSR Lavelle road Church Street

0.0.6 Insights/Recommendations

Starting with locations where most people visit and those where high rated are few, so that there is low competition are New BEL road JP Nagar and HSR. however, looking at #cafes around, JP Nagar and HSR have many around, as compared to New BEL road. But if you want to be open for online ordering service as well, then JP Nagar and HSR are better. So based on your budget either of the locations will be good, with two person cost around 600-900.

0.0.7 Conclusion

Although analysing different restaurants data can help in this analysis, factors like age group, economy of the location will be affecting the real world scenario. however, considering different factors mentioned above, conclusion is that opening a new Cafe in HSR or JP nagar would be a best option