

Suggesting an ideal location for Chinese restaurant setup in Mumbai

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1. Introduction

1.1 Background

Mumbai has always been a trending location for food lovers as we can see variety with quality and quantity at cheaper rate. The increasing population and changing lifestyle has also led to increase in growth of fast food industry. And thus setting up a restaurant can be considered as a good business option.

1.2 Problem

Although a good business idea; if setup at a wrong location, any business may incur losses and this is seen especially in restaurant industry. Thus the problem of selecting a proper location comes up

1.3 Interest

It has always been a question to investor whether or not to invest for a particular project such a restaurant as they do not know if the restaurant will prove to be a profitable venture due to the competition in area. In this case investors would be interested in some data on basis of which he can invest.

2. Data acquisition and cleaning

2.1 Data sources

The main data required initially was the population of different areas in Mumbai. For this data was collected from https://shodhganga.inflibnet.ac.in/bitstream/10603/143905/9/09_chapter%203.pdf. The census data here helped to find out the recent population as of 2001. Also foursquare was used to find whether there are any competitors in the area

2.2 Data cleaning

The raw data had lot of unnecessary data which was required to be removed. It included the data from previous year census and segregation of ward which was not required. Also the string data had to be converted to integer data in some cases. Thus the data was cleaned and a final data frame was produced.

2.3 Feature selection

After data cleaning, there were 9 results showing population of different wards namely H,K,P,R,L,M,N,S,T. from this a bar chart was prepared.

3. Data Analysis

3.1 Bar chart

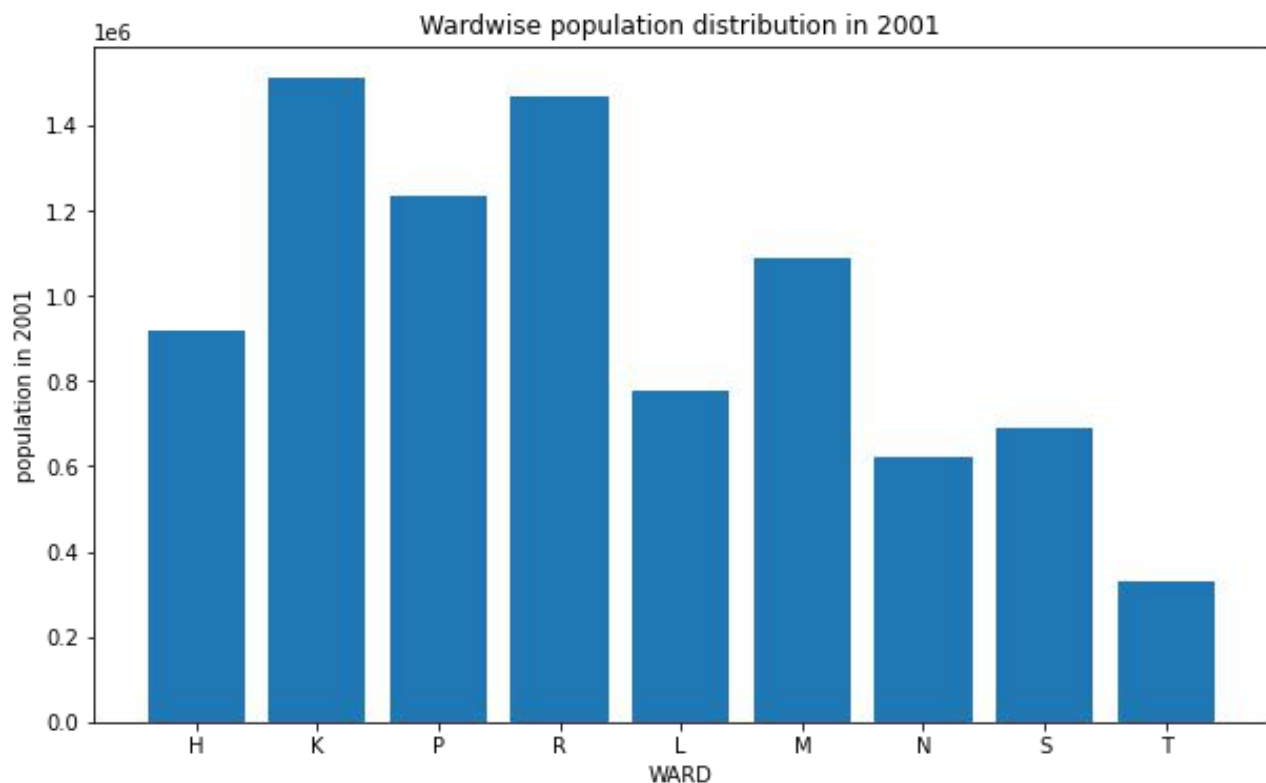
From the cleaned data, we prepare a bar chart for better visualization of population data of all wards.

3.2 Folium Map

From the fore square data a map is prepared to show the radius in which we can set up the said restaurant.

4. Result

From the bar chart it was found that population of ward k is the maximum and hence the area of 1 km radius of centrally located railway station in that area which was Andheri railway station.



The results from the foursquare showed that there were no competitors for the Chinese restaurant near defined radius of the area we are interested in. Hence the marked area in the map can be said to be preferable for setting up the restaurant.

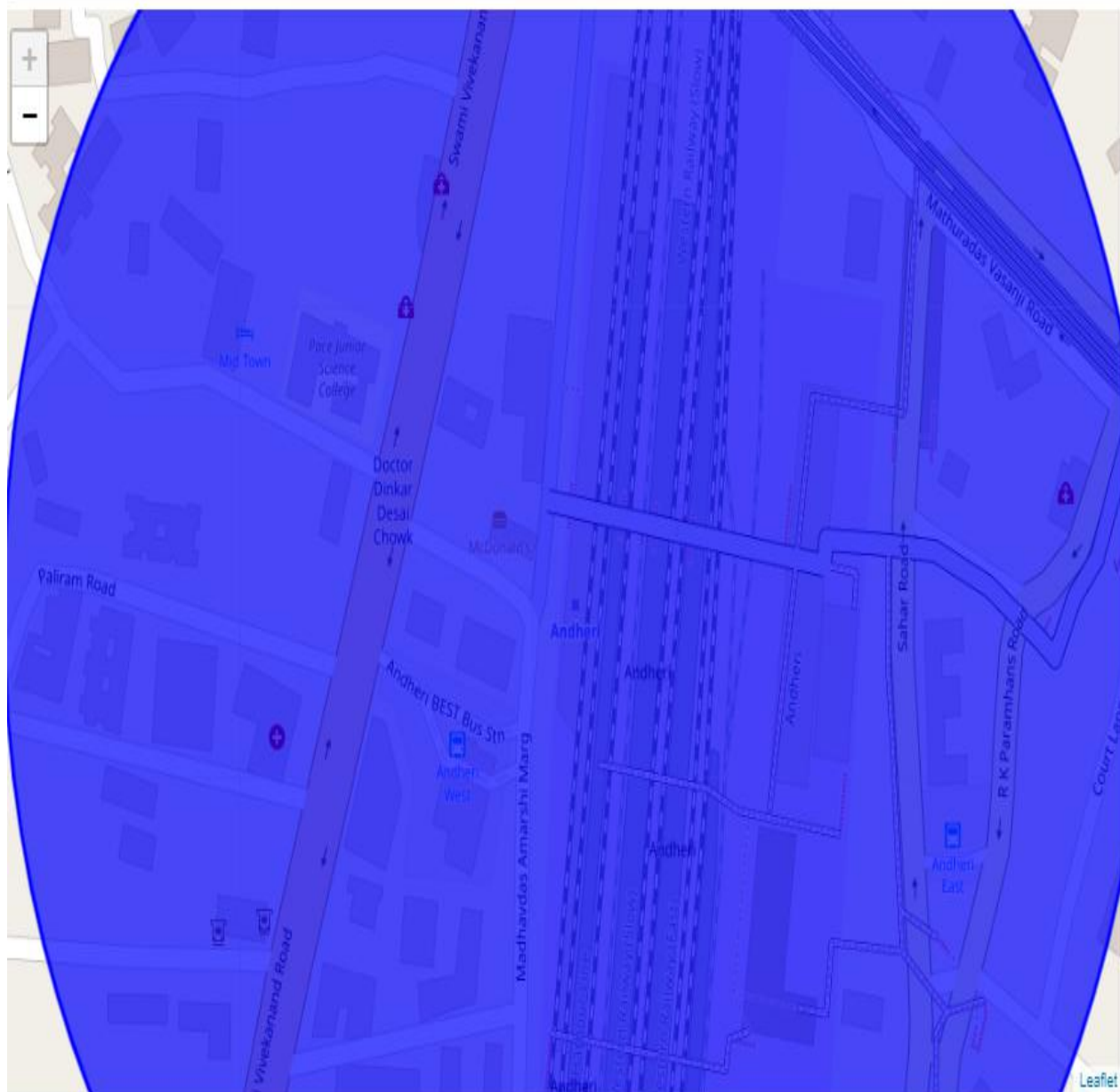


Fig: map showing the radius where restaurant can be set

5. Discussion

It was observed that there were lack of competitors in the particular area of interest.

6. Conclusion

It can be concluded that it would be suitable to open a restaurant in the area near Andheri station located in K ward for better profit and less competition.