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# ITALIAN RESTAURANT IN BANGALORE – CAPSTONE PROJECT

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# INTRODUCTION / BUSINESS PROBLEM

**Audience:** The Italian Hotel Group currently considering opening an Italian Restaurant in Bangalore, KA, India.

## **Their Queries:**

- Find out suitable locations in Bangalore for establishing the restaurant.
- Find out nearby restaurants potential competitors with respect to Italian cuisine.
- What are the strengths of their main local competitor.

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# DATA SOURCES

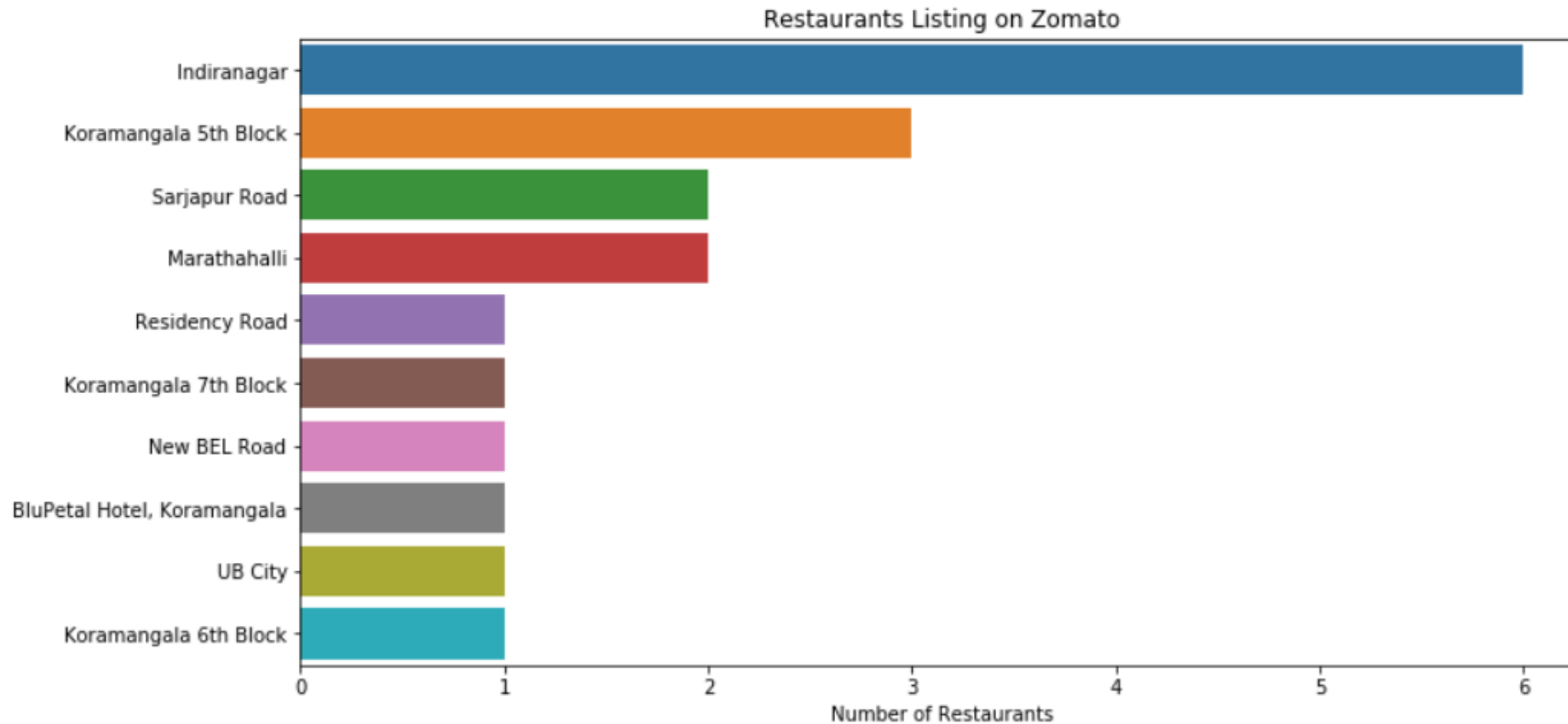
## 1. Zomato:

- To identify top locations with restaurants within Bangalore.
- To utilize K-Means clustering to plot the restaurant clusters.
- Top locations would be analyzed using bar plots.
- Wordcloud to identify the location best suited for establishing Italian Restaurant.

## 2. Foursquare:

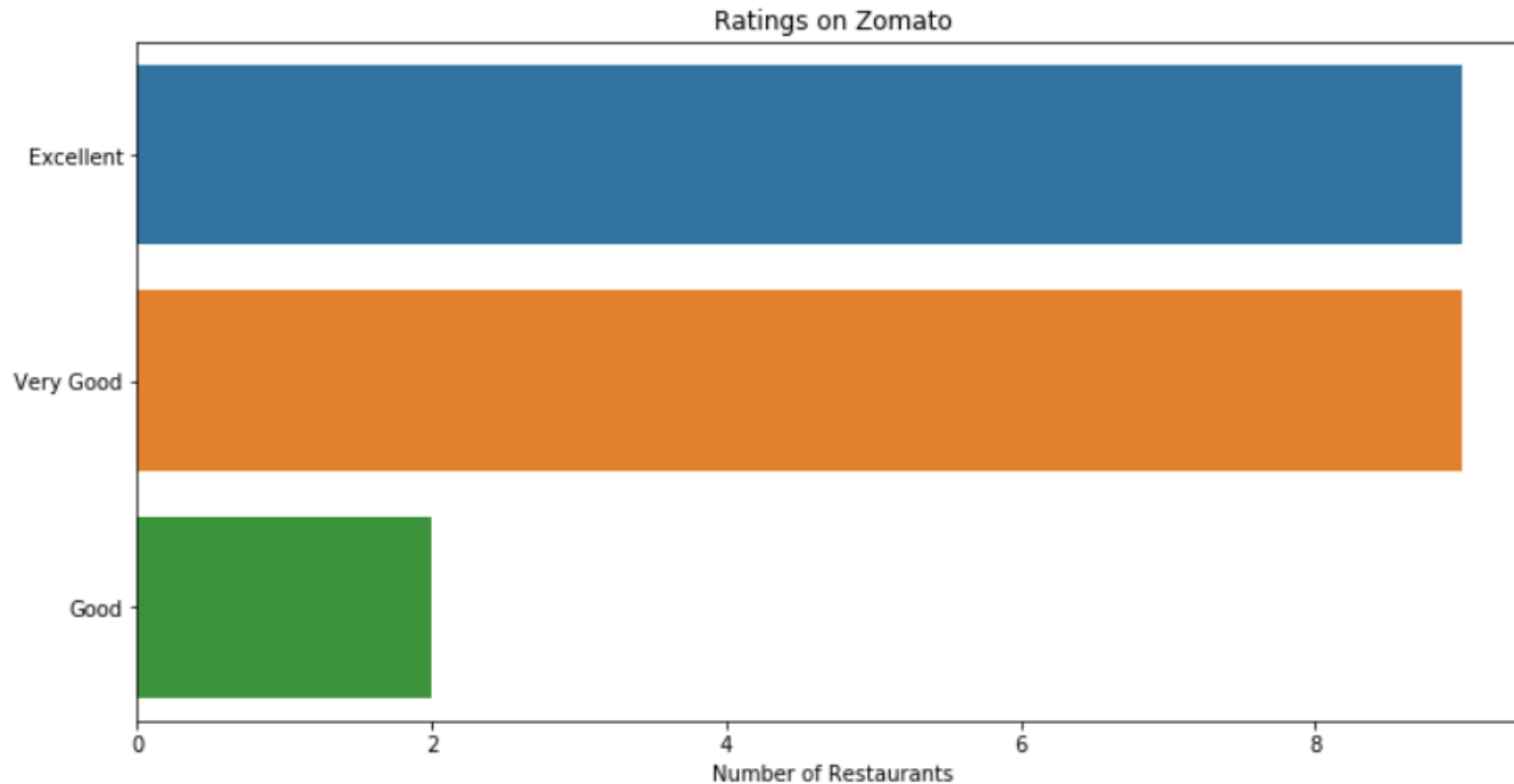
- Identify the reasons why the current best Italian restaurant in the locality is best known for.
- Some analysis on the Top tip contributor to further validate his/her credentials.
- Identify any other competition in terms of Italian cuisine and plotted on a map using Folium.

# NUMBER OF RESTAURANT BY LOCALITIES IN BANGALORE



It is observed in the above analysis that Indiranagar has 6 restaurants followed by Koramangala 5th Block with 3, and then Sarjapur Road and Marathahalli coming a joint third with 2 restaurants each.

# FREQUENCY OF BANGALORE RESTAURANTS BY RATINGS

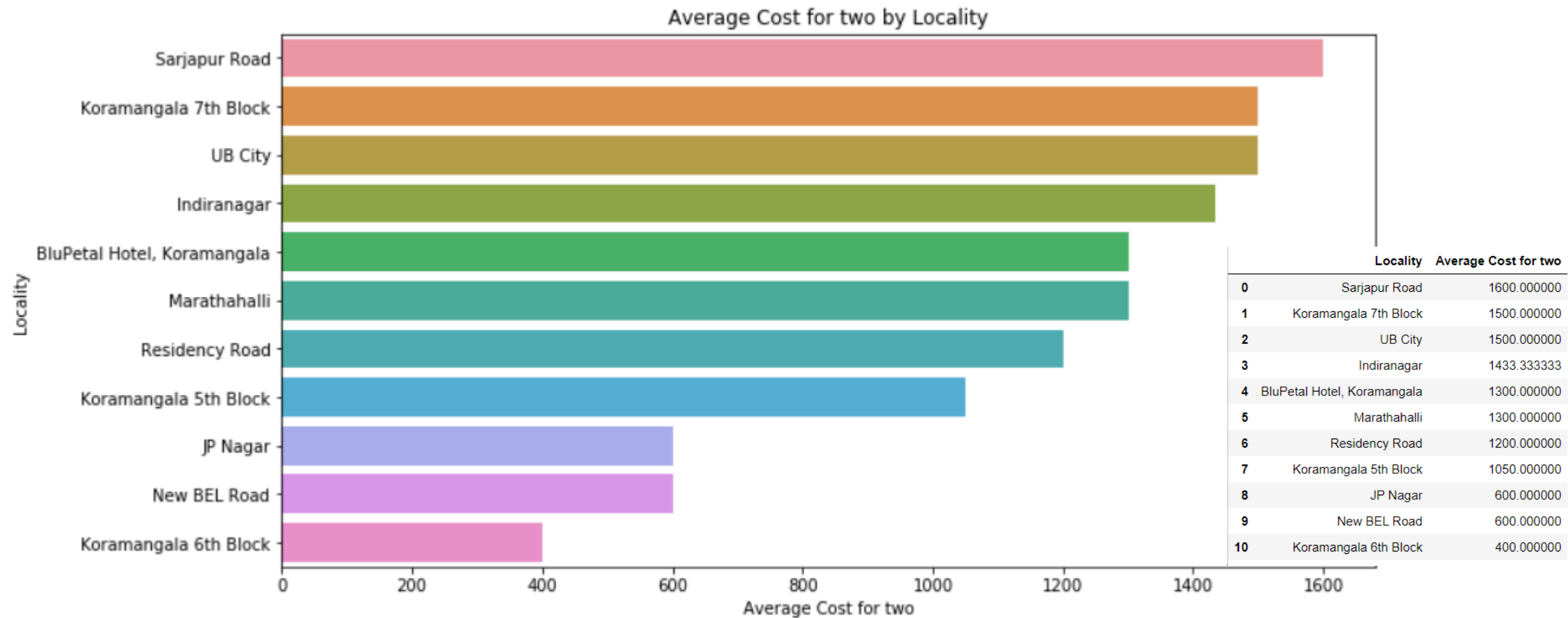


Nine restaurants have an Excellent Rating.

Nine restaurants have a Very Good Rating.

Two restaurants have a Good rating.

# AVERAGE COST FOR TWO BY LOCALITY



# ANALYSIS OF INDIRANAGAR LOCALITY



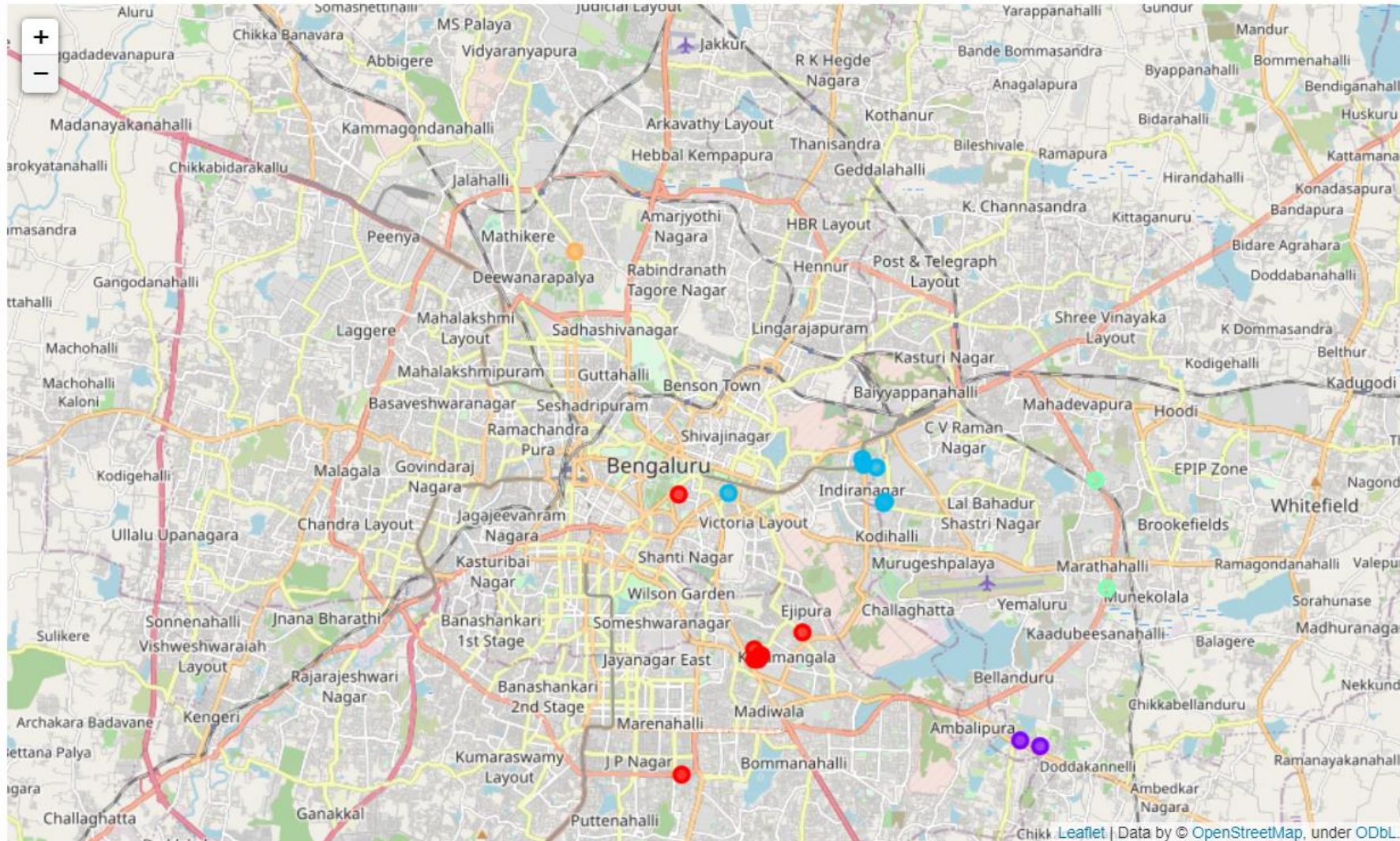
	index	Cuisines
0	Asian	1
1	Bakery, Desserts, Cafe	1
2	Pizza, Cafe, Italian	1
3	Modern Indian	1
4	Italian, American, Pizza	1

It is seen that there are at least two restaurants that serve Italian food.

It can be seen in the above wordcloud that Pizza, italian are standing out. So clearly the customers of Indiranagar have a palate for Italian cuisine.

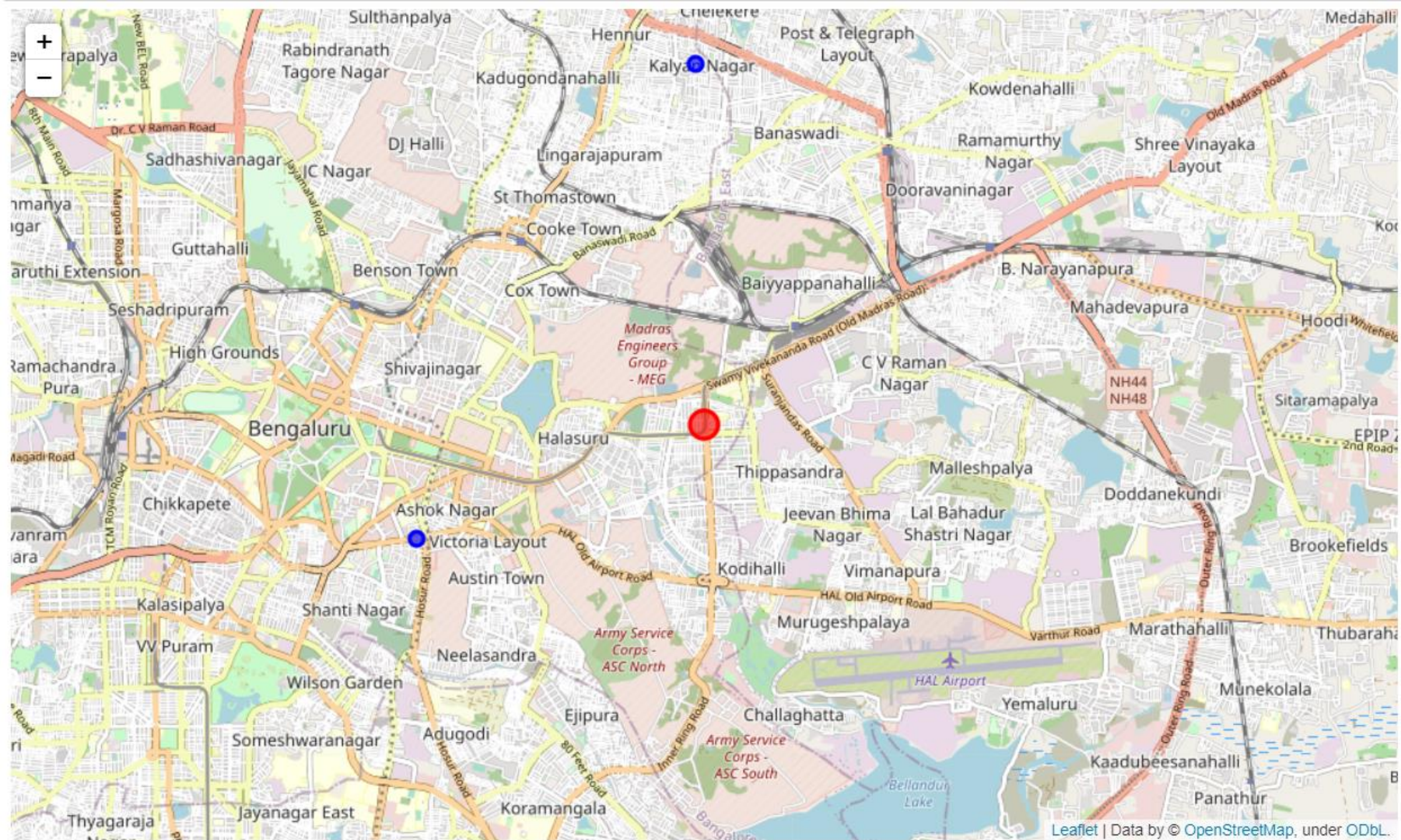


# RESTAURANTS OF BANGALORE AS 5 CLUSTERS





# THREE ITALIAN RESTAURANTS IN INDIRANAGAR ON A MAP





# RESULTS

- **Indiranagar** location is clearly a foodie's delight.
- Customers appear to be okay to pay a premium of the overall food experience.
- If the Italian Hotel Group were to establish their Italian restaurant at Indiranagar, Troit would be their only competition.
- The strengths of Troit are that the restaurant is always packed, and the cuisine is well appreciated by patrons.

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## IN CONCLUSION

- Consider opening Italian Restaurant at Indiranagar, Bangalore.
- Indiranagar has a steady stream of trendy crowd who love Italian cuisine.
- Not a lot of competition in that locality.
- The lone competitor in that location is "Troit".
- Unlikely that Troit would impact future profits.



## POINTS TO PONDER

- Will the situation remain the same post covid ?
- It may help if Zomato lifted current API restrictions ensuring a win-win situation for all concerned
- Sarjapur and some blocks of Koramangala are growing very fast.
- Will Italian Restaurants can remain profitable in the long term ?
- What cuisine customization needed to attract more footfalls.