# ANALYSING BENGALURU NEIGHBORHOODS FOR STARTING A RESTAURANT BUSINESS

INTRODUCTION:

The IT boom in India has made a Bengaluru (Bangalore) a cosmopolitan city. This is a city where we see a lot of variety, especially in food and culture. One can find people from many nationalities either working in Benagaluru or often visiting Bengaluru. This is in addition to a large number of people from other states of India. This has made Bengaluru a food lover's paradise. We can have a taste of both Italy and China in the same neighborhood itself. Hence it is very interesting to analyze the restaurants of Bengaluru.

BUSINESS PROBLEM:

Consider some businessman probing the scope of opening restaurants in Bengaluru. The primary concern would be choosing the neighborhood best suited for the type of restaurant he plans to open. By analyzing the available restaurant types and other common venues in the different neighborhoods an understanding of food habits and social structure of the people of each locality can be obtained. There would be some neighborhoods where dance bar and pubs are common occurrences. Some neighborhoods may have fast food restaurants more commonly. There may be interesting correlations like more number of café and ice cream parlors in neighborhoods where there are more educational institutes. Upon analysis, segmenting the neighborhoods sharing common characteristics into different clusters would be the best way to study the neighborhoods. This is what I have attempted to do in this project.

The focus would be on gathering the information like the following:

- The distribution of restaurants across the neighborhoods.
- The different types of restaurants based on the cuisines they serve.
- Differences and similarities between neighborhoods based on food habits.
- Common venues other and other places in each neighborhood.
- Finding neighborhoods with similar characteristics.
- Correlation in restaurant types and other common venues in the neighborhoods.
- Similarities and differences in social strata of the neighborhoods based on the class of restaurants present in the neighborhood.