
Analysing the Culinary Potential

Colombo, Sri Lanka

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Introduction

Sri Lanka known as the “*Pearl of the Indian Ocean*” is a popular tourist destination. With spectacular sites to visit and great natural beauty it has been judged as the Number one place to visit for multiple years.

Sri Lanka also has a very vibrant food scene. It has its own unique flavours and food culture. Apart from this there are many international chains plus food trends that have spread across the country to cater to all the tourists and changing demographic of local taste buds.

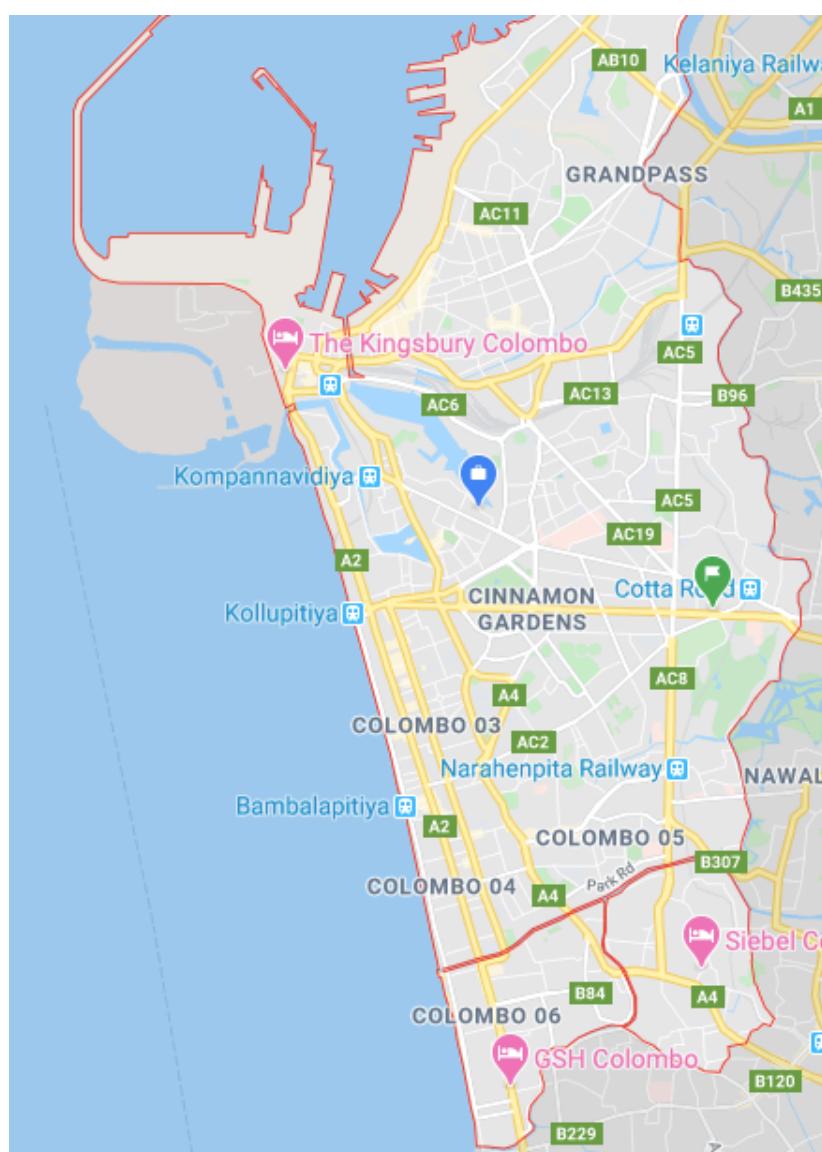


Problem Definition

The lack of insight into proper data causes many restaurants to open and close frequently due to lack of revenue and improper location selection.

This project will analyse the spread of restaurants across the Colombo specifically (The capital of Sri Lanka), to identify possible locations we can open up a new restaurant.

This will help new restaurant owners entrepreneurs and local / international food chains decide on the possible place they should open the new restaurant and what type of a restaurant will be best suitable.



Map of Colombo City

Data Analysis

For the purpose of data analysis 4 popular zones were selected out of the 15 zones available in colombo for analysis.

The Zones analysed would be

- Colombo Fort - Colombo 1
- Slave Island / Union Place - Colombo 2
- Kollupitiya - Colombo 3
- Bambalapitiya - Colombo 4

The zones were mapped separately and after duplicates were removed added to a single map

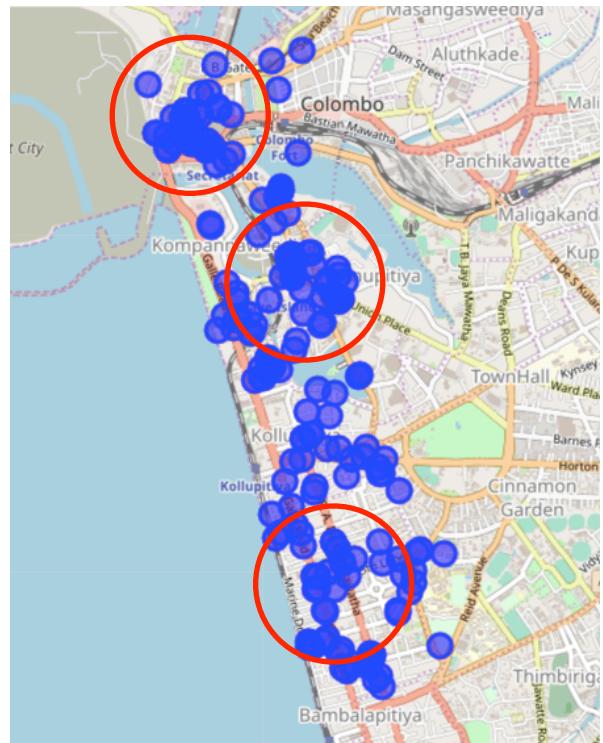
Restaurants

The figure shows the current clustering of restaurants across the 4 zones selected. The data was retrieved separately due to the limit given by foursquare of 50 locations per request.

There was an anomaly detected in the region between colombo 3 and 4 which was caused due to the 50 limit.

This was rectified by adding another selection in a location in-between the two zones to identify any missing locations.

The map shows a high degree of clustering across the 4 zones.

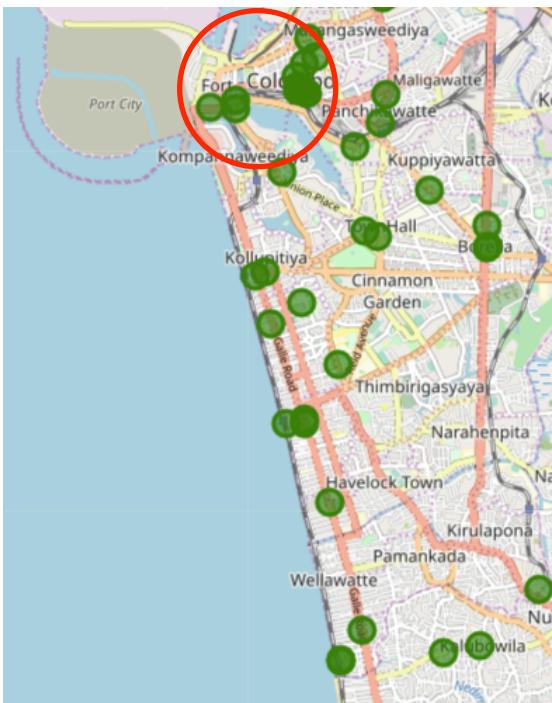


Upon further analysis we can see that the areas marked in red have a higher density clustering.

Transits

Since public transport is a major factor. The main bus stops and train stations were analysed in order to get a better understanding of their spread and relative positions to the zones.

Bus Stops



The map shows the major bus stop locations in Colombo. While there are spread across the zones we are analysing, a higher number of clustering can be noticed near Colombo 1.

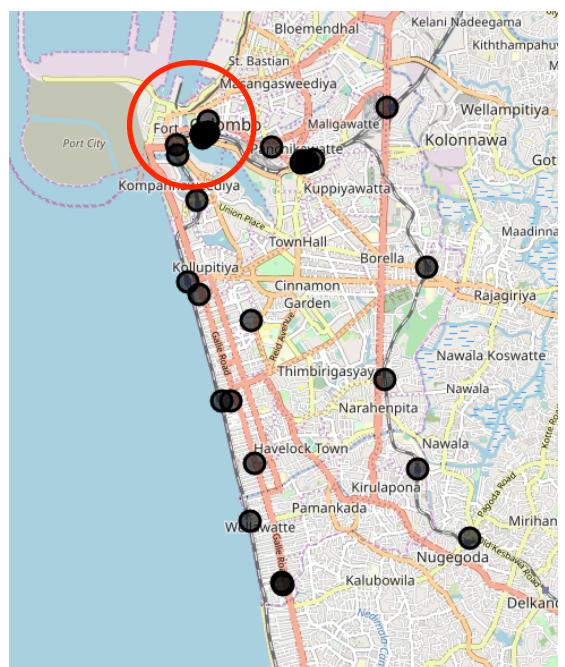
This suggests that Colombo 1 will have a higher foot traffic due to the proximity to bus stops that lead to different locations

Train station

Another major mode of public transport in Sri Lanka are trains.

The map shows the major train stations in and around Colombo.

The figure shows a higher number of train station clusters near Colombo 1. This is consistent with what was identified in the above image and confirms that Colombo 1 is a transport hub.



Conclusion

By analysing the existing restaurant spaces and transit hubs as well as the trending places out of the 4 main areas selected the following conclusions can be reached

- The 4 areas of colombo selected have potential as possible places to open restaurants
- Colombo Fort does has more transit options compared to other locations
- The density of restaurants near colombo 2 and colombo 1 is high implying higher business
- Thus Colombo Fort can be considered as a good location to open a restaurant

Issues & Improvements

During the analysis few issues were identified that will contribute to not being able to give a holistic view.

The lack of proper tourism movement data along city limits or within areas of city limits would enable us to better predict which areas to concentrate on further.

Another major factor would be trending venues. Despite attempts to get trending venues from foursquare there seems to be a lack of data to get precise data on this.

One major improvement that could be added through further analysis is the type of restaurant that could be opened.

References

- <http://www.sltda.lk/sites/default/files/sltda-annual-report-2018-english.pdf>
- <https://en.wikipedia.org/wiki/Colombo>
- [Google maps](#)