

ANALYSING THE POTENTIAL
RESTAURANT
IN COLOMBO



INTRODUCTION

- Sri Lanka, *The Pearl of the Indian Ocean*
- Ranked No. 1 tourist destination by Lonely Planet
- Vibrant and diverse culinary environment



PROBLEM

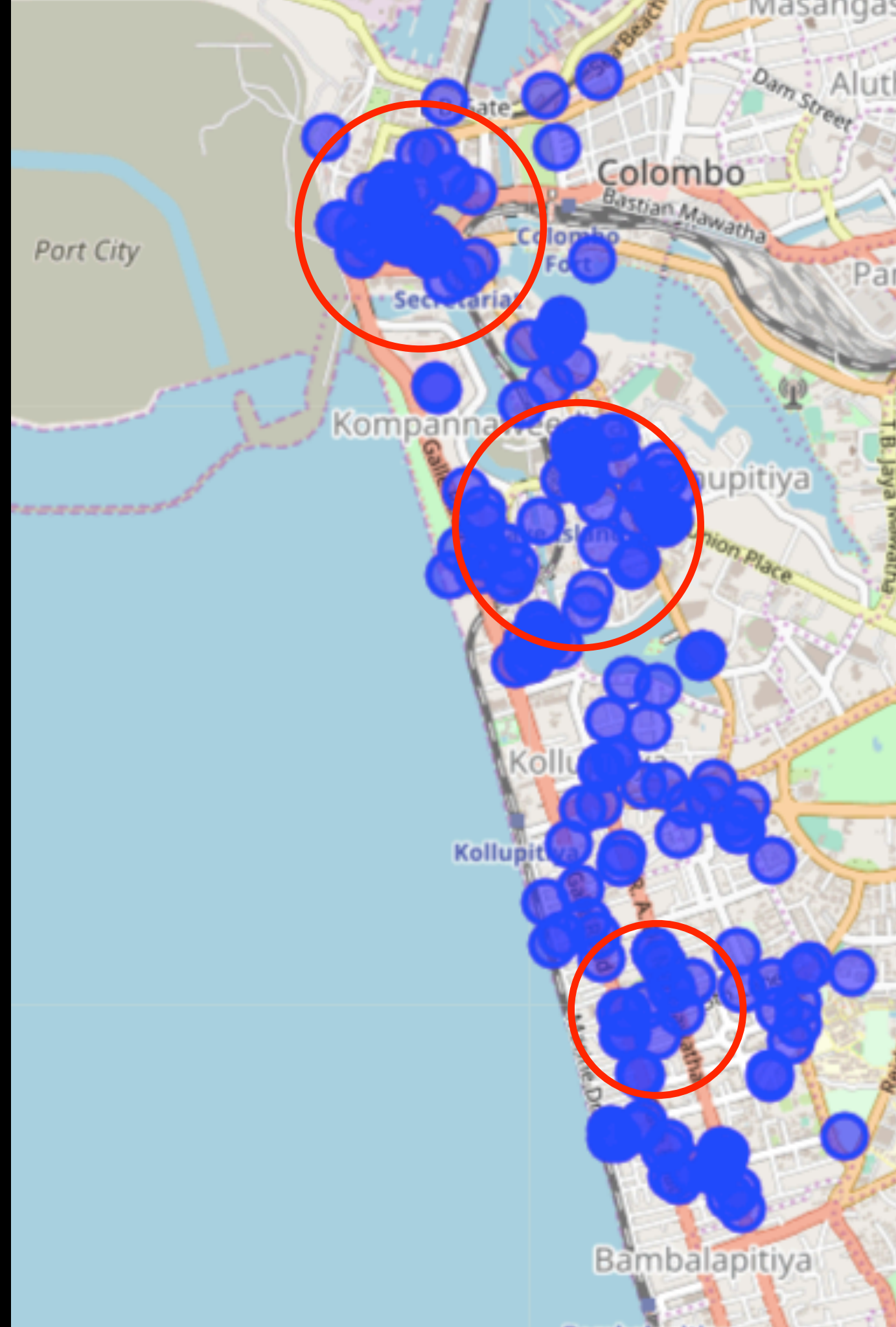
- Identify the type of restaurant to open in colombo
- Identify best location to open a restaurant in colombo
- Get a proper insight into food habits and data

TOURISM DATA - SRI LANKA

- Tourism is a big part of the restaurant industry
- Number of Tourist - 2,333,796
- Average stay -10.8 nights
- Main Tourist Sources - India, China, United Kingdom, Germany, Australia

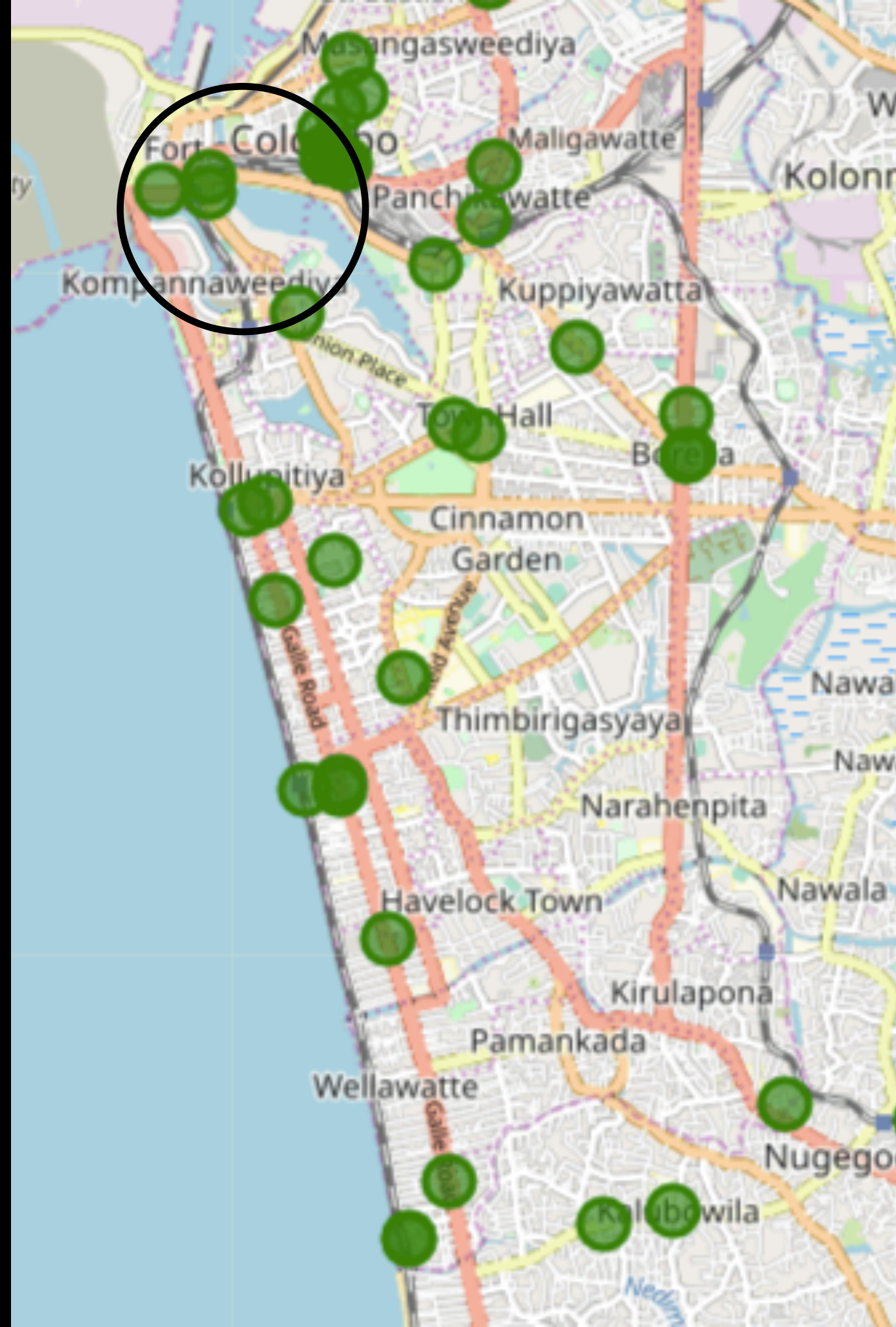
RESTAURANT DATA

- The map shows clustering of restaurants
- All 4 locations have good clustering
- 3 locations marked in red corresponds to areas with a higher density of clustering



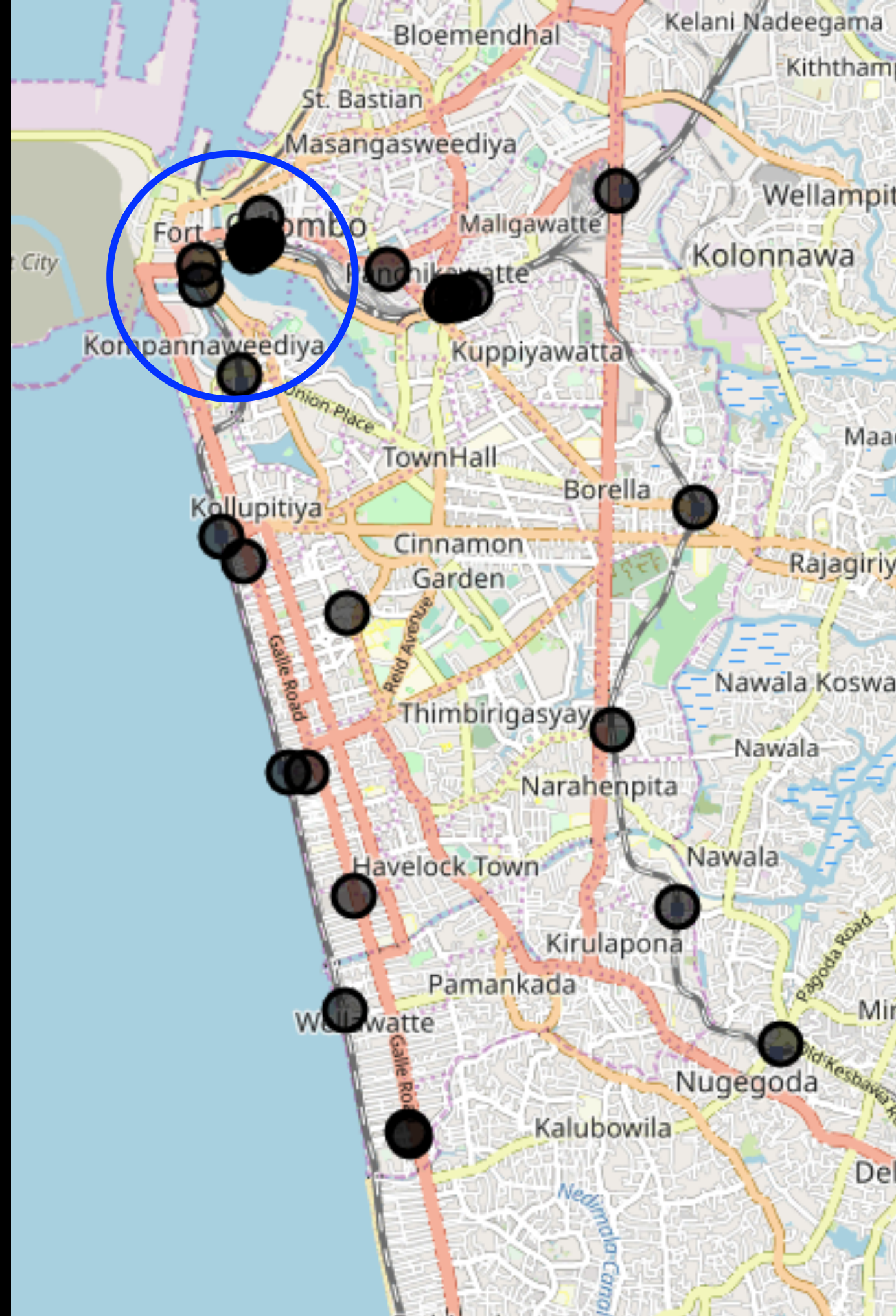
BUS STOPS

- In analysing transit locations bus stops were selected and mapped in the first instance
- The map shows availability of stands along the Galle road.
- While all 4 locations have access to bus stops Colombo 1 has a higher clustering of stops in close proximity



TRAIN STATIONS

- Analysing the train stations was done next
- Clustering on the map shows higher clustering of locations near Colombo 1



CONCLUSION

- 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
- Improvements to the model can be made if up-to-date population and tourism data by zone was available

ISSUES & IMPROVEMENTS

- Lack of data volume
- Up to date data difficult to find
- Accuracy of locations and addresses
- Further analysis would allow to identify what type of restaurant to open

DATA SOURCES & REFERENCES

- Foursquare
- <http://www.sltda.lk/sites/default/files/sltda-annual-report-2018-english.pdf>
- <https://en.wikipedia.org/wiki/Colombo>

Thank You

–SAMINDRA KOBBEKADUWE

