

# Opening a new restaurant in Delhi, India



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May 2020

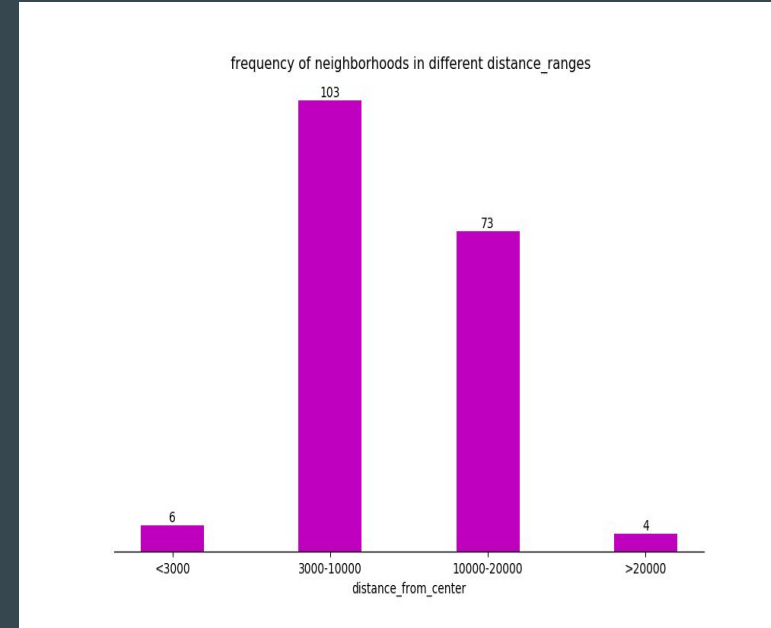
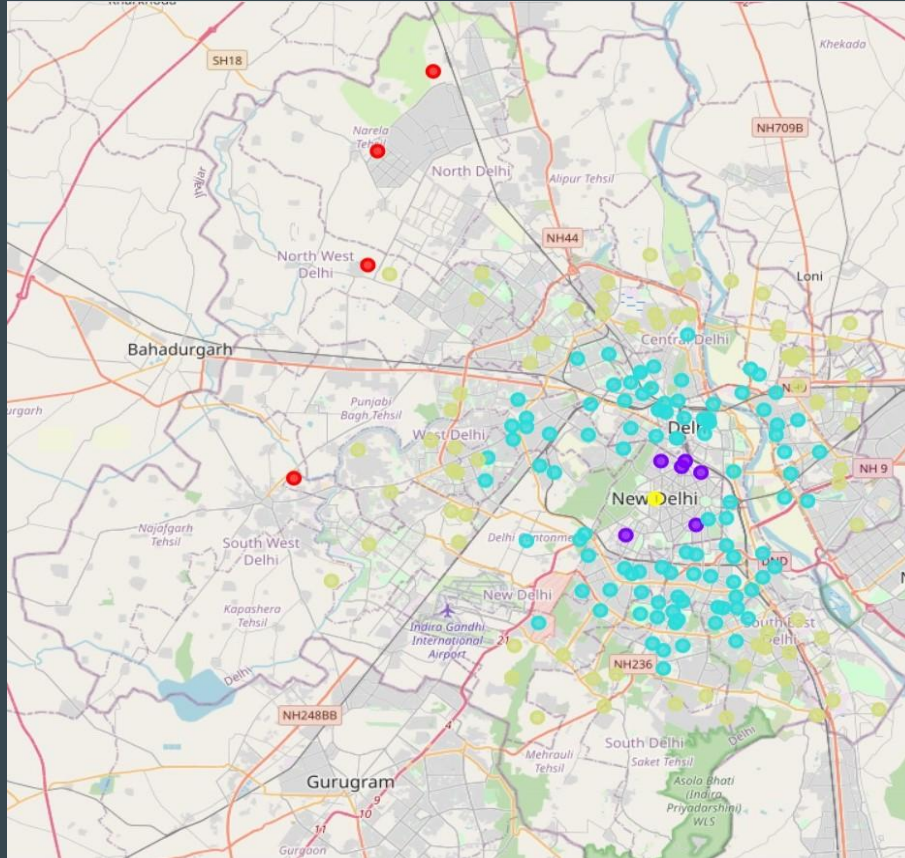
# Best location to open a restaurant in Delhi

- The success of a restaurant depends on certain factors particularly its location.
- Selection of location includes certain considerations:
  - Number of restaurants already present
  - Distance from the city center
  - Number of other different types of venues
- Stakeholders, investors, online food platform companies can be interested and benefited

# Data acquisition and cleaning

- List of neighborhoods in Delhi.Extracted-
  - from Wikipedia page.
  - and cleaned using BeautifulSoup.
- Geographical coordinates of each neighborhood
  - Extracted using geocoder.
  - Used to plot maps, and to get the venues data.
- Venues Data using FourSquare API.

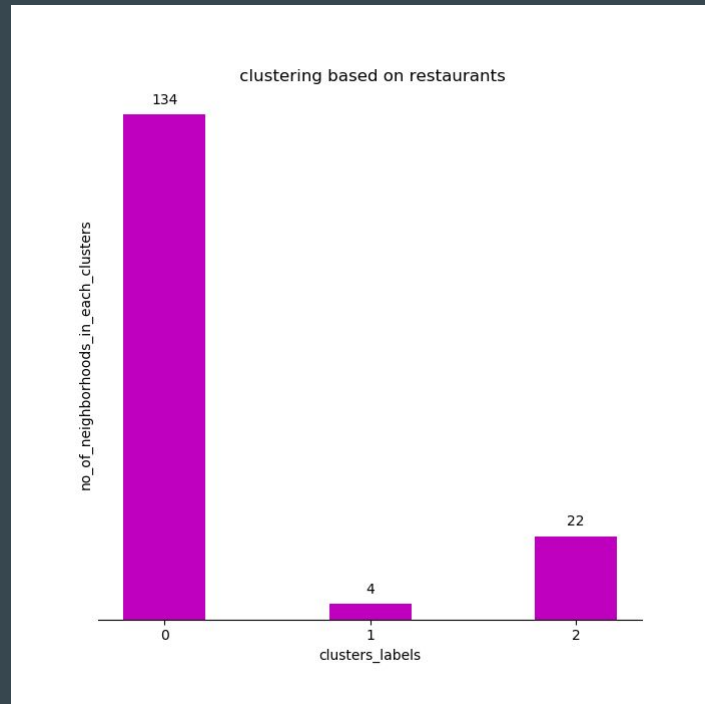
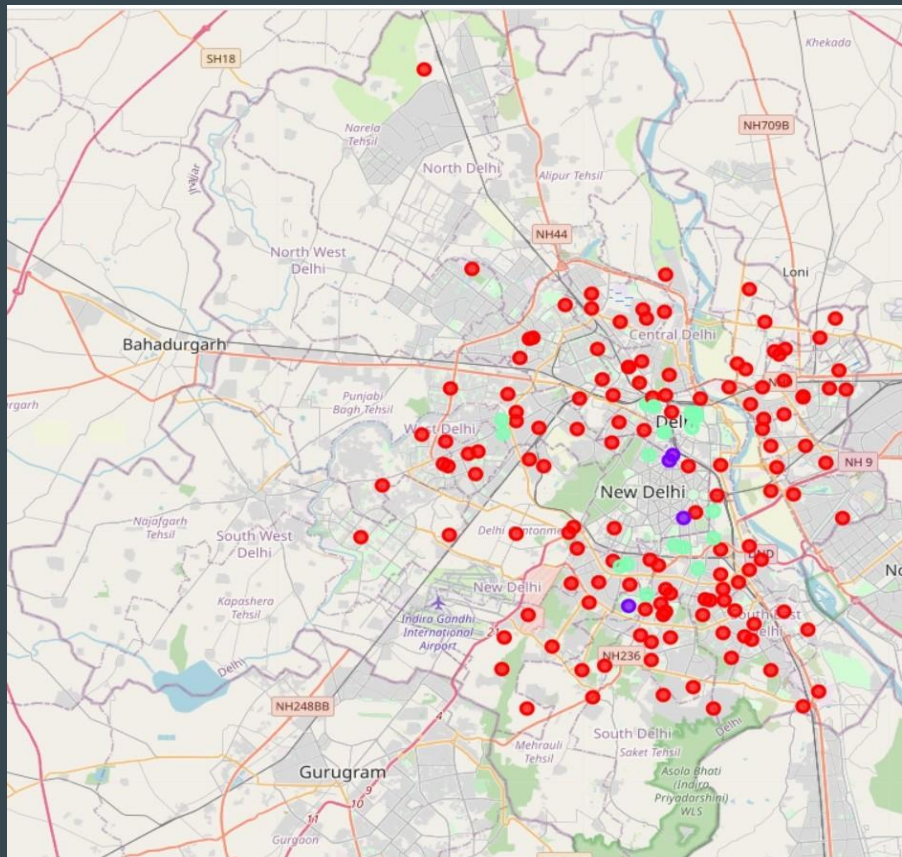
# Neighborhoods into different distance ranges



Most neighborhoods belong to either group 1(3000-10000m) or group 2 (10000-20000m)

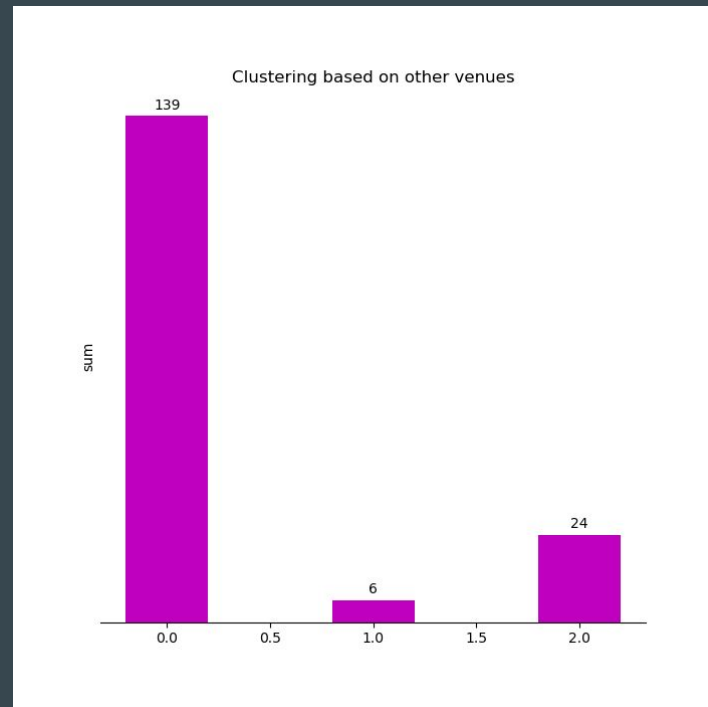
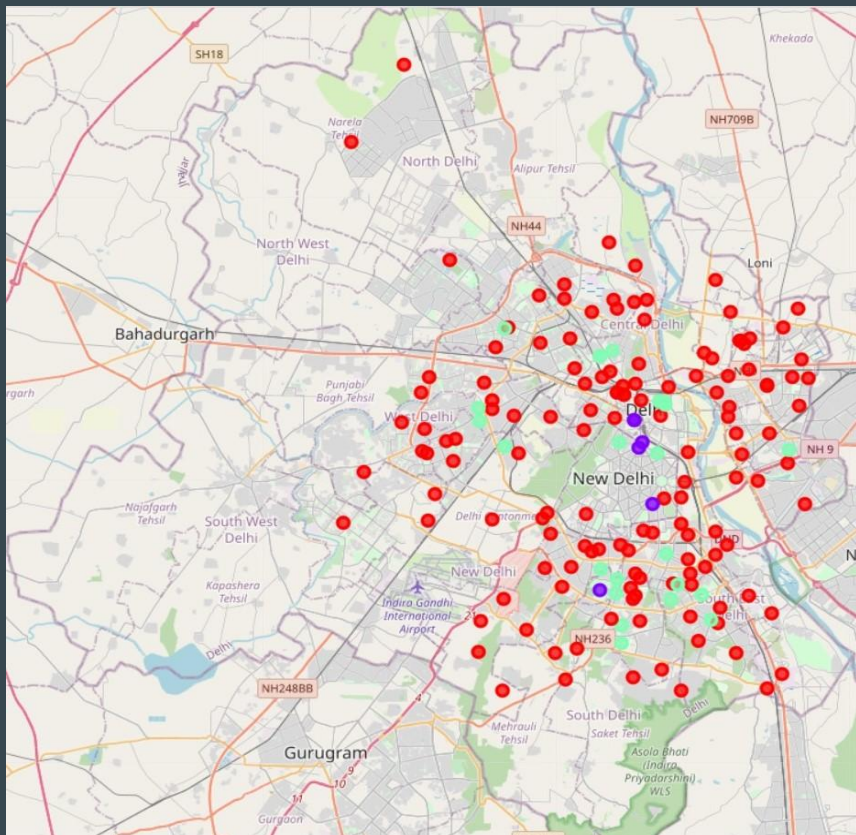
Neighborhoods in the range 0-10000m has been selected.

# Neighborhood clustering on frequency of restaurants



Neighborhoods in Cluster 0 is selected.

# Neighborhood clustering on frequency of other venues



Neighborhoods in Cluster 1  
and Cluster 2 is selected

# Result and Conclusion and Future Direction

- 11 neighborhoods has been found, namely **Naraina, Greater Kailash, Nehru Place, Hauz Khas, Malviya Nagar, Barakhamba Road, Safdarjung Enclave, Saket, Kamla Nagar, Shakti Nagar, Kailash Colony.**
- Of course, this doesn't imply that these areas are the most optimal locations.
- There is always a room for improvement.
- Final decision is made by Stakeholders, these data can serve as the starting point for them.