BUSINESS PROBLEM

Despite increasing demand, it has become difficult for the new restaurants to compete with the established restaurants in Bengaluru, India. So, the new restaurants are not sure about the

- Cuisines,
- Their initial cost for two people, and
- The location

that could help them flourish, at a faster pace, irrespective of the tremendous competition.

DATA

DESCRIPTION	SOURCE	DATE RETRIEVED
Bengaluru – Zomato Restaurants - Dataset	GitHub Repository	09-06-2022

TOOLSET

NAME	VERSION	PURPOSE
R Studio	4.2.0	Data Exploration and Visualization

CODE

```
# Importing the dataset
Rawset <- read.csv("dataset.csv")

# Duplicating the dataset
working_rawset <- Rawset
working_rawset
```

```
# Importing Essential libraries
library(tidyverse)
library(ggplot2)
library(dplyr)
library(plotrix)

# Checking the structure
str(working_rawset)

# Viewing the dataset
View(working_rawset)

# Renaming the Column
colnames(working_rawset)[1] <- "Address"
colnames(working_rawset)[2] <- "Name"
colnames(working_rawset)[3] <- "Online_Order"
colnames(working_rawset)[4] <- "Book_Table"
colnames(working_rawset)[6] <- "Votes"
colnames(working_rawset)[8] <- "Dish_Liked"
colnames(working_rawset)[9] <- "Cuisines"
str(working_rawset)

# Dropping the NA values
working_rawset <- drop_na(working_rawset)

# Checking the summary
summary(working_rawset)
write.csv(working_rawset, file = "clean_dataset.csv")

# Visualization of Cuisines Vs Cost for two people in certain localities
working_rawset %>%
  filter(!str_detect(Cuisines, ',')) %>%
  filter(Locality == "BTM" | Locality == "Church Street" | Locality == "Indiranagar" | Locality ==
"Jayanagar" | Locality == "JP Nagar" | Locality == "MG Road") %>%
  ggplot(aes(x = Cuisines, y = Cost_for_2_people, color = Locality, size = Locality, shape =
Locality )) + stat_summary(fun = "mean", geom = "point") + theme(axis.text.x =
element_text(angle = 90, size = 12), axis.title = element_text(size = 14), axis.text.y =
element_text(size = 12), legend.text = element_text(size = 12), legend.title =
element_text(size = 14)) + xlab("Cuisines") + ylab("Cost for 2 people (in INR)") + ggtitle("Cost
Vs Cuisines") + theme(plot.title = element_text(size = 18, face = "bold", hjust = 0.5))
```

OUTPUT

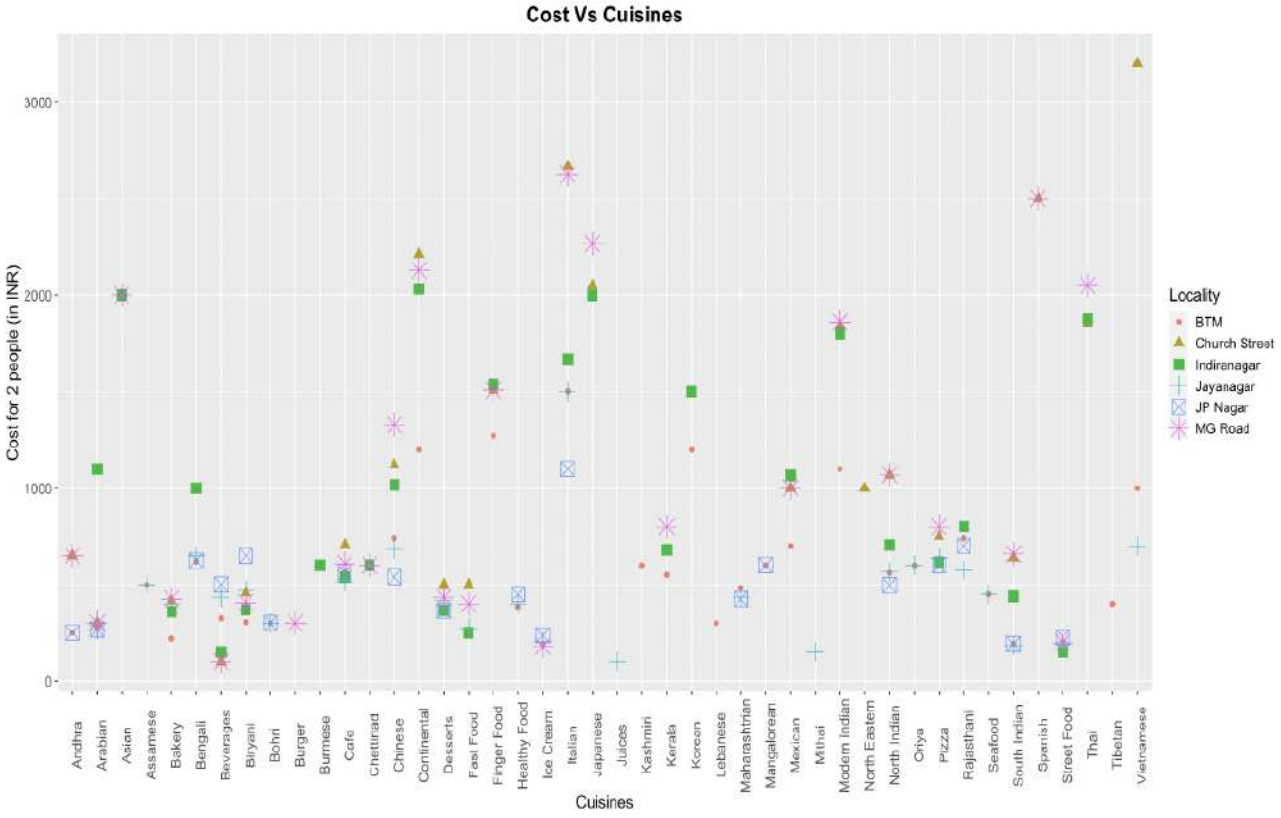

Fig: Visualization of cuisines vs cost for two people in certain localities

EXPLANATION

Visualization of cuisines vs cost for two people in certain localities:

When considering certain localities in Bengaluru, the scatter plot shows that

- BTM, Jayanagar, and JP Nagar offer the most budget-friendly cuisines out of all the localities under consideration.
- Indiranagar offers cuisines ranging from 100 to 2000 INR.
- Church Street and MG Road are the localities where cuisines for mainly all budgets are available.
- Tibetan, Northeastern, Mithai, Lebanese, Kashmiri, Juices, Burmese, Burger, Spanish, Seafood, Oriya, Korean, etc. cuisines options are less available to the people of Bengaluru.

CONCLUSIONS/RECOMMENTATIONS

Based on the visualization, it can be concluded that:

New restaurants that could offer

- Cuisines like Tibetan, Northeastern, Mithai, Lebanese, Kashmiri, Juices, Burmese, Burger, Spanish, Seafood, Oriya, Korean, etc.
- At low prices (cost for two people less than 1200 INR),
- In localities like BTM, Church Street, Indiranagar, Jayanagar, JP Nagar, and MG Road

would flourish at a faster pace.