

# COURSERA CAPSTONE

## IBM Applied Data Science Capstone

### Opening a New Restaurant Chain in Ahmedabad, India

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*February, 2020*



# INTRODUCTION

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Ahmedabad is the largest city in the state of Gujarat in India. It is also known as the “Manchester of India”. Ahmedabad has emerged as an important economic and industrial hub in India.

Gujarati people are known for their love of food (after the fact that they also love travelling, of course!). The people here are extremely fond of food, so much that on average there are more number of foodies in a household than there are households - well, obvious, isn't it?

As a result, the food industry in the pertaining area has never been out of business. Opening a restaurant is one of the most profitable businesses in this part of the world. You can find restaurants that have been managed by single families, since ages! Hence, opening restaurants allows firms and entrepreneurs to earn consistent income. Of course, with any business decision, opening a new restaurant requires serious consideration and is a lot more complicated than it seems. Particularly, the location of the restaurant is one of the most important decisions that will determine whether the restaurant will be a success or a failure.

# BUSINESS PROBLEM

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The objective of this capstone project is to analyse and select the best locations in the city of Ahmedabad, Gujarat, India to open a new restaurant. Using data science methodology and machine learning techniques like clustering, this project aims to provide solutions to answer the business question: **In the city of Ahmedabad, if a company / an entrepreneur is looking to open a new restaurant (chain), where would you recommend that they open it?**

# TARGET AUDIENCE

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This project will be particularly useful to companies as well as entrepreneurs and investors looking to open or invest in new restaurants in the city of Ahmedabad.