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Opening a new restaurant/cafe

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Abstract :-

- Whenever we want to go out for dining first we all do is check for nearby restaurants then check which one is best among all of them and check their ratings , comments , prices , menu etc.
- Ratings and Reviews are considered to be the most decisive parts that decides how good is that restaurant is
- One app we all can use for this is Zomato which provides most of the information which is required to know before visiting or starting your new business or even managing your business
- We will use Zomato Dataset which is available on Kaggle
 - <https://www.kaggle.com/datasets/rabhar/zomato-restaurants-in-india>

Problem Statement :-

- The Restaurant industry is currently one of the most demanded and fastest growing industry of all time
- So if one wants to open his new restaurant in any area then it is essential to have clear idea of current market and identify unique selling proposition that will separate your restaurant from other restaurants
- The dataset I'm using will help me in finding insights of following :-
 - Most popular cuisines in particular areas
 - Average price of each restaurants
 - Restaurants which are succeed in their area
 - Average rating of each restaurant
 - Customer Reviews
- By analysing Zomato dataset we can find a gap in the market then we can target that and build the business on it for example :-
 - If there are only costliest restaurants in your area then you can go for cheaper one
 - If there are no cafes then go for cafes

Dataset information :-

- As described earlier I'm going to use Zomato dataset available on Kaggle
 - <https://www.kaggle.com/datasets/rabhar/zomato-restaurants-in-india>
- It contained following columns
 - res_id : Unique id for all restaurant
 - name : name of restaurant
 - url :- url of restaurant
 - establishment : establishment type of restaurant
 - address : Address of restaurant
 - city : city in which it is located
 - city_id : unique id for each city
 - locality : locality of restaurant

- cuisines : cuisines available in that restaurant
- avg_cost_for_two : Average cost for two person to dine-in
- highlights : Highlights of that restaurant
- aggregate_rating : Aggregate rating of that restaurant
- delivery : Home delivery availability

Data Preprocessing :-

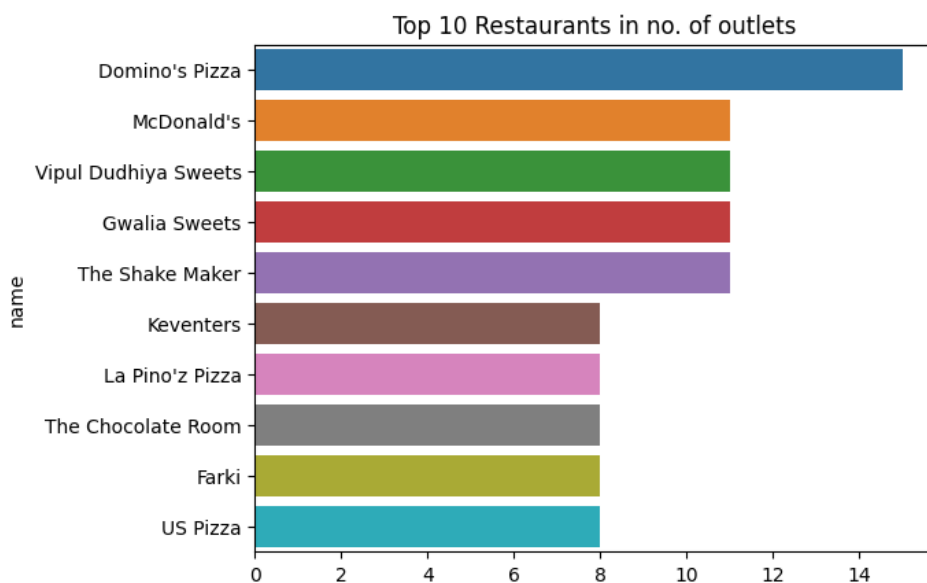
- The dataset retrieved from Kaggle was not cleaned and was needed to be cleaned first
- Various operations were performed on it
- Index was changed to res_id
- First it contained duplicate restaurants so they were removed first
- Some of the fields were written in 1 0 -1 etc, so they were given a proper value

Exploratory Data Analysis :-

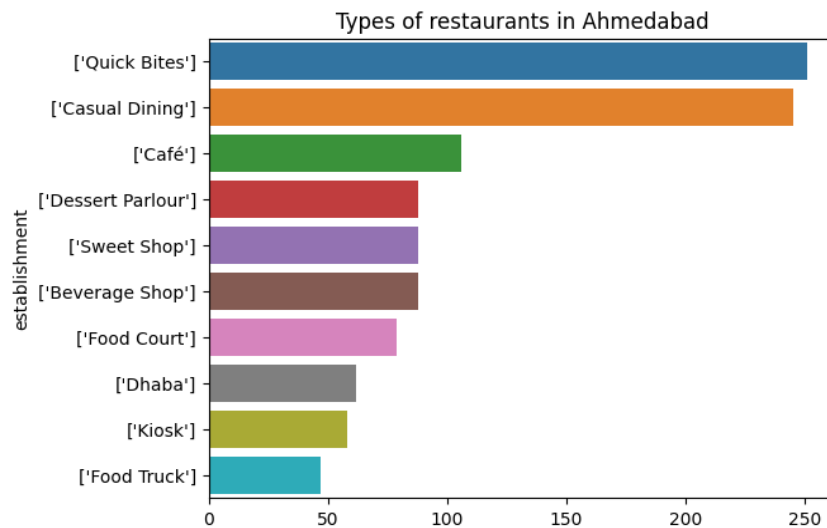
- Various EDA were performed on this dataset
- We found many cities in this dataset such as

Agra	Ahmedabad	Gandhinagar	Ajmer
Alappuzha	Allahabad	Amravati	Amritsar
Aurangabad	Bangalore	Bhopal	Bhubaneswar etc...

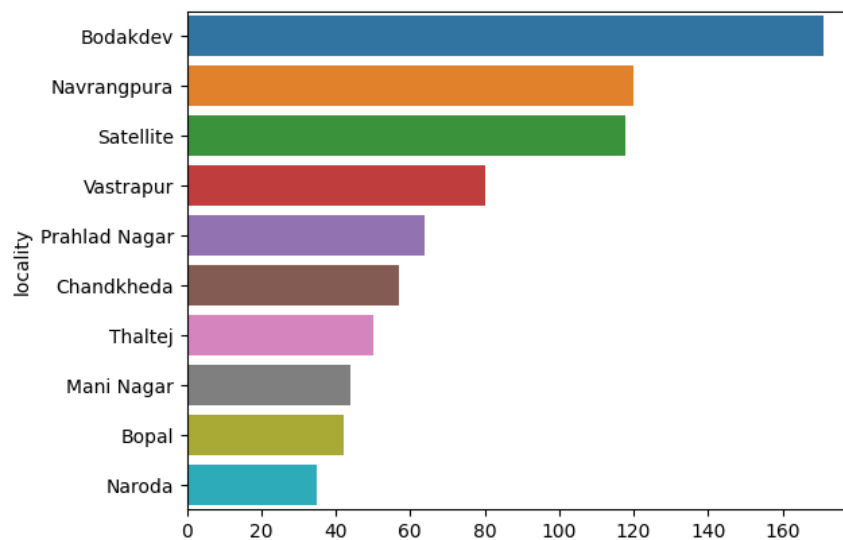
- For now let's take only "Ahmedabad" as our priority
- From my study I found that there **1247** restaurant
- Here are Top 10 restaurant/cafe among them if we considered according to no. of outlets in Ahmedabad



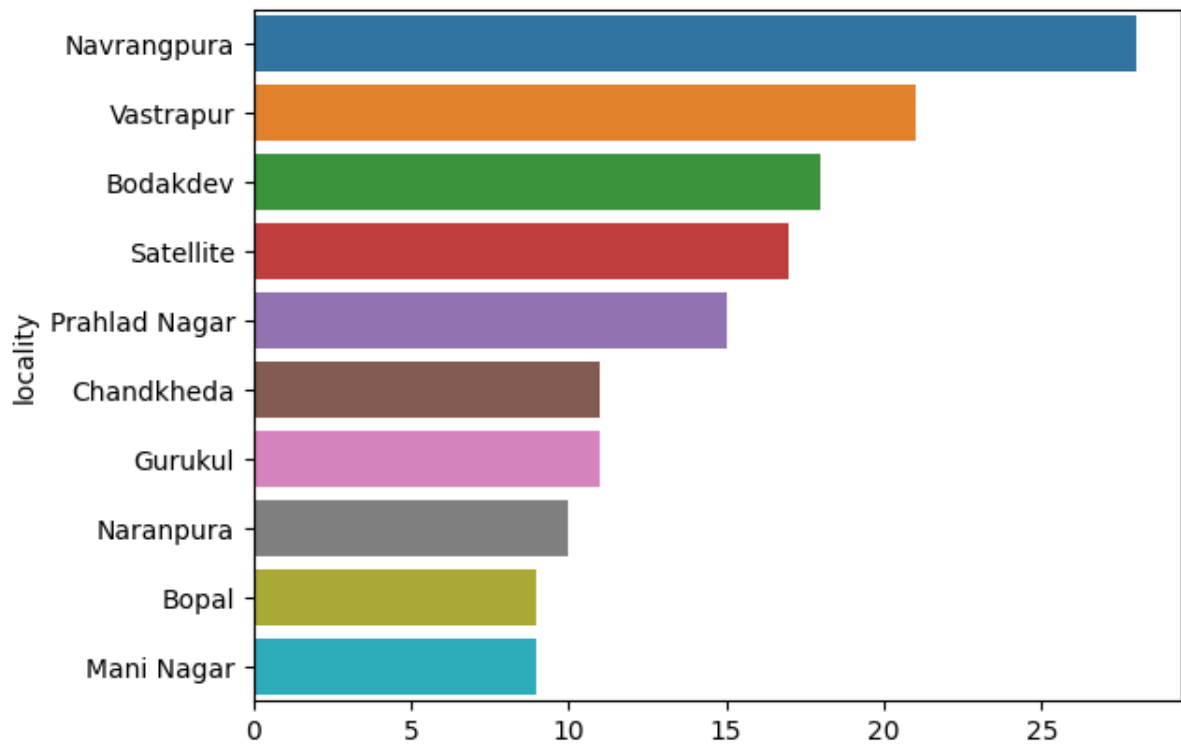
- *Dominos' Pizza , McDonald's has the most no. of outlets in Ahmedabad*
- Now let's consider top 10 types of restaurant in Ahmedabad



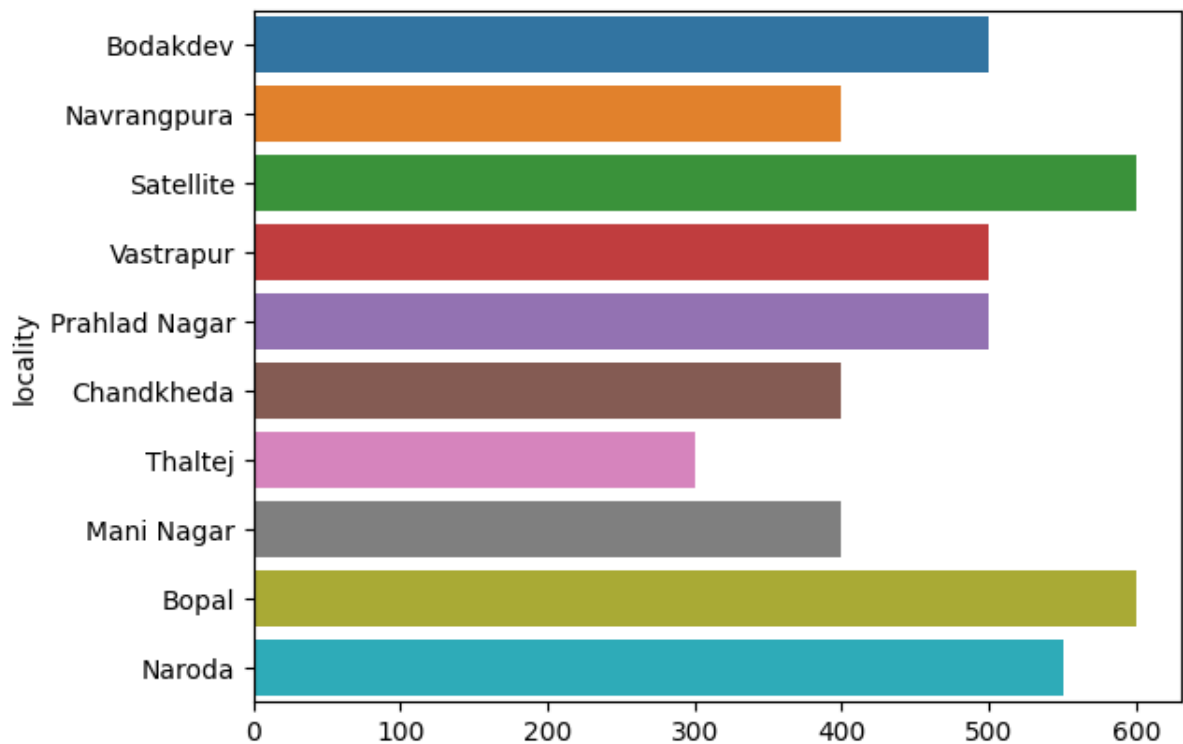
- *Quick Bites , Causal Dining and Café are the top types of Ahmedabad's restaurants*
- Now let's consider most no. of restaurants in particular area of Ahmedabad



- *Bodakdev , Navrangpura , Satellite has the most number of restaurants which are over **100***
- From this let's suppose our client is interested in "Quick_Bites" type of restaurant
- *Let's see number of quick_bites in Ahmedabad*

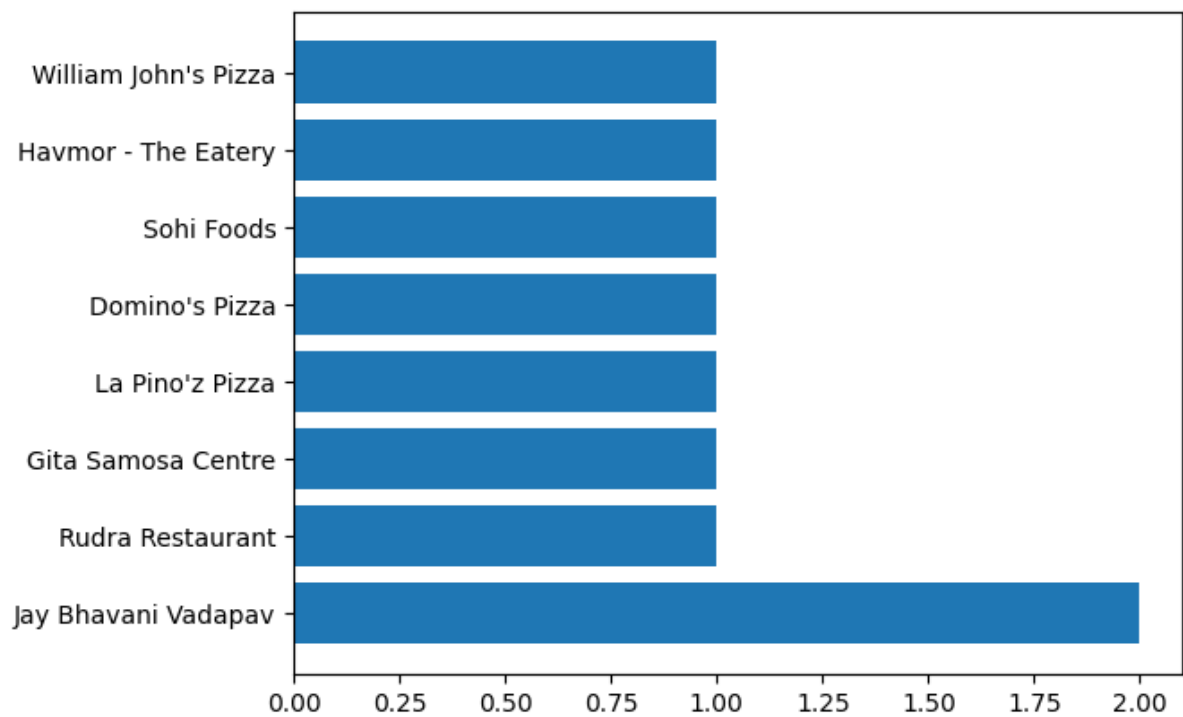


- Navrangpura has most no. of quick_bites outlets on other hand Bopal and Maninagar has low no. of outlets
- Let's see Average cost for two in different cities with Quick_Bites as an outlet

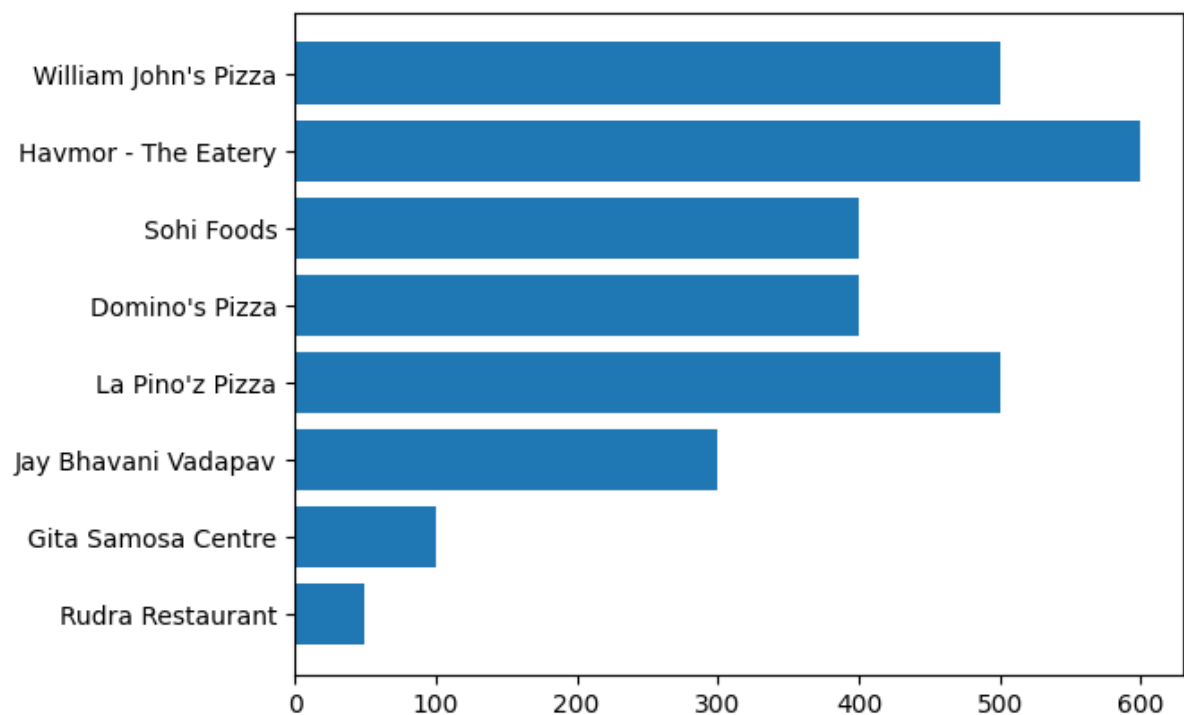


- From our previous two graphs we can clearly see that even if bopal has low no. of outlets of Quick Bites but it still has highest cost for two persons

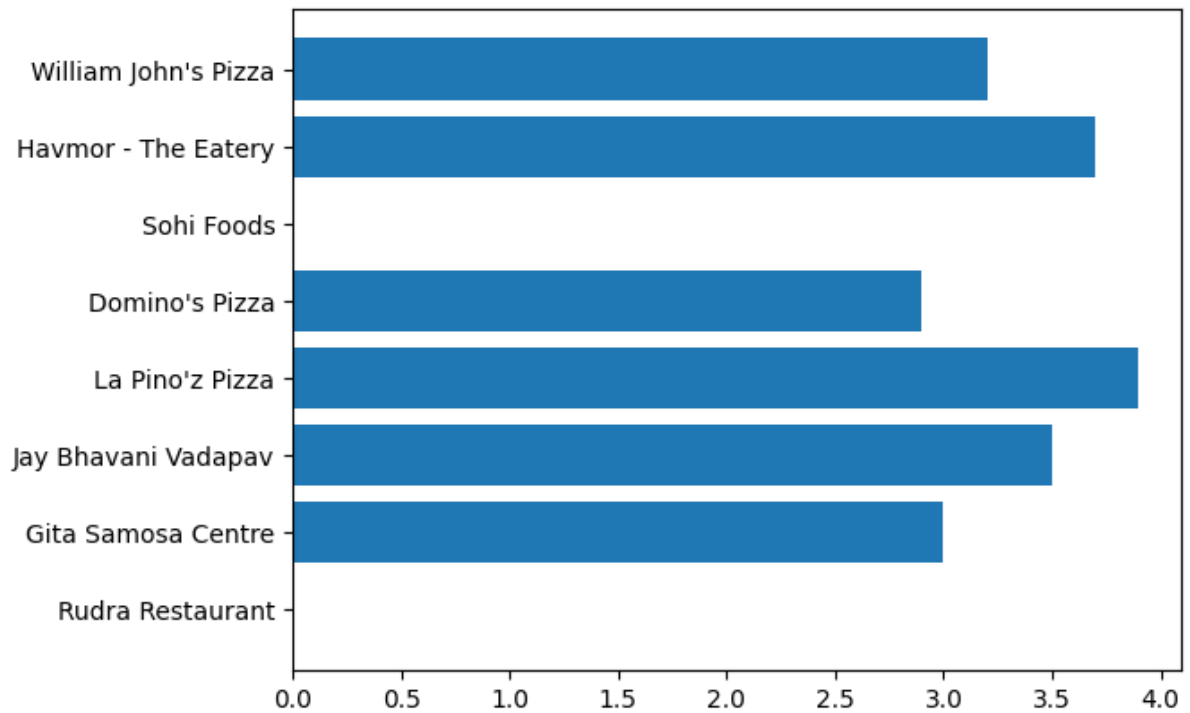
- So it would be profitable to open quick bites in Bopal



- In bopal there two Jay Bhavani Vadapav and others are only 1 in quick bites category



- Here are the average costs for two above listed
- Lastly let's see the aggregate ratings for each



- Here La Pino'z Pizza , Havmor – The Eatery , William John's Pizza are top of it
- We can clearly notice some popular franchise are missing in bopal such as **McDonald , Gwalia , US Pizza**
- So now it's upto the client about which franchise he wants to open

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