

# **OPENING A SNACK SHOP IN MUMBAI, INDIA**

By

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# PROBLEM STATEMENT

- Mumbai being one of the densest cities in the world, opening a snack place can be a potentially huge investment due to the people's love for food in the country.
- The main aim of this project is finding a neighbourhood which suits best for opening the snack shop.
- As any business decision, opening a snack shop involves a lot of variables.
- And the most important variable, the location can make or break the shop as a thriving business.



# TARGET AUDIENCE

- This project is particularly useful for any business investor or people planning to open snack shops, as it helps you figure out the optimum position for your snack shop.



# DATA REQUIRED

- A dataset of all the neighborhoods in the city.
- Co-ordinates for each and every neighborhood.
- Different venues in each neighborhood, particularly snack shops.



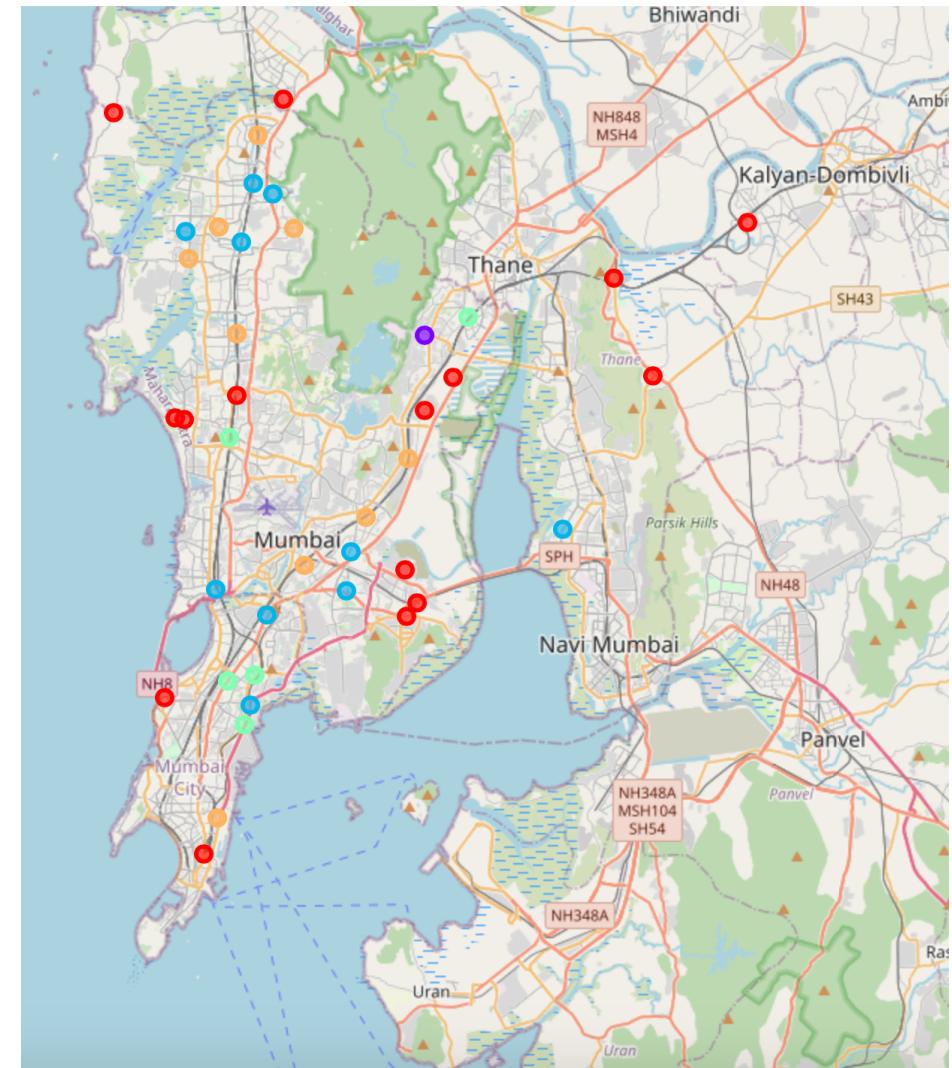
# EXTRACTION

- The Wikipedia page ([https://en.wikipedia.org/wiki/Category:Suburbs\\_of\\_Mumbai](https://en.wikipedia.org/wiki/Category:Suburbs_of_Mumbai)) has a list of all the neighbourhoods in the city. We will scrape this page to get a dataset of all the neighbourhoods.
- We then will use geocoder library to get all the coordinates for each and every neighbourhood which will be used for clustering.
- The FourSquare API will be used to explore the neighbourhood the compile the dataset required and will help us determine the best neighbourhood suited for a snack place.



# RESULTS

- 5 clusters based on density
- Sonapur, Bhandup has the most concentration for the number of snack places.
- Cluster 1 has the lowest infiltration of snack shops
- Cluster 1 will be an optimum destination to open a snack shop



# APPENDIX FOR CLUSTER 1

	Neighborhood	Snack Place	Cluster Labels	Latitude	Longitude
19	Kausa	0.0	0	19.127580	72.825390
34	Uttan	0.0	0	19.260040	72.793412
29	Shil Phata	0.0	0	19.146580	73.040050
28	Seven Bungalows	0.0	0	19.128560	72.821180
26	Mumbra	0.0	0	19.188413	73.022011
24	Mira Road	0.0	0	19.265705	72.870693
23	Matharpacady, Mumbai	0.0	0	18.940170	72.834830
22	Mankhurd	0.0	0	19.048530	72.932220
18	Kanjurmarg	0.0	0	19.131380	72.935680
14	Jogeshwari	0.0	0	19.137920	72.849410
39	Worli	0.0	0	19.007440	72.816880
10	Dombivli	0.0	0	19.212750	73.083240
1	Anushakti Nagar	0.0	0	19.042830	72.927340
4	Bhandup	0.0	0	19.145560	72.948560
2	Baiganwadi	0.0	0	19.062940	72.926630



# CONCLUSION

- Hence, we have performed analysis on the city of Mumbai, India with the aim to find the optimum place to open a snack shop.
- We have been successful in doing the same and the results are presented in this presentation.
- The neighbourhoods in cluster 1 are the most preferred locations to open a new snacking place. Neighbourhoods in cluster 1 are presented in the appendix.



Thank you

