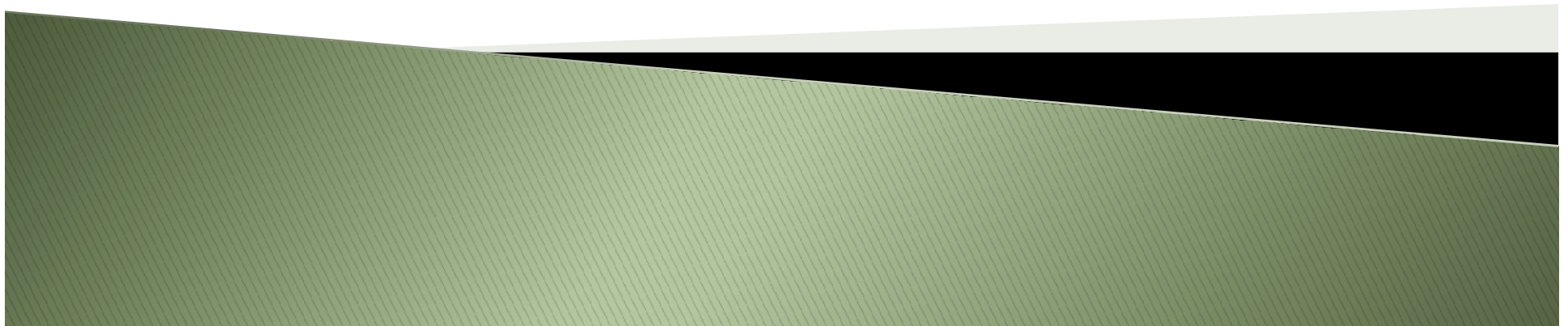


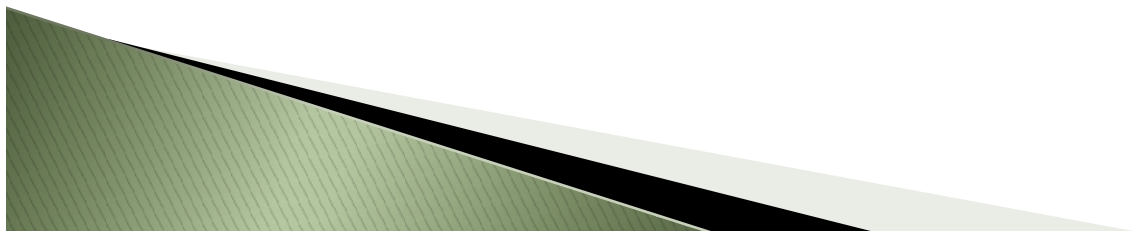
Deciding best suitable restaurant for Indian domicile in New York

Capstone-IBM-Project



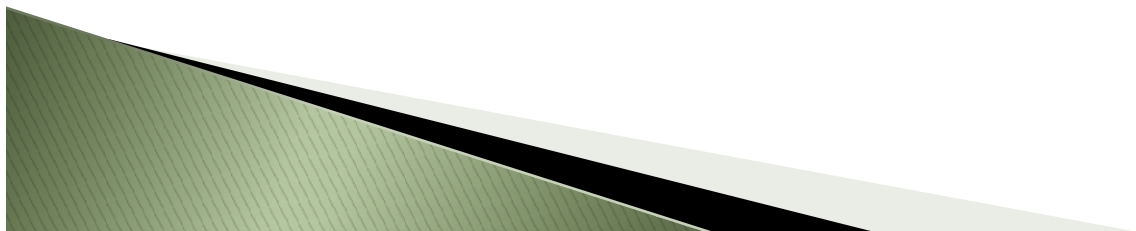
Targetted Audience and problem statement

- ❖ Here the targetted audience are people of Indian domicile in New York who are mainly working professionals, students, etc.,
- ❖ Problem statement is to find the area which is best to set up a restaurant which is more suitable and profitable.



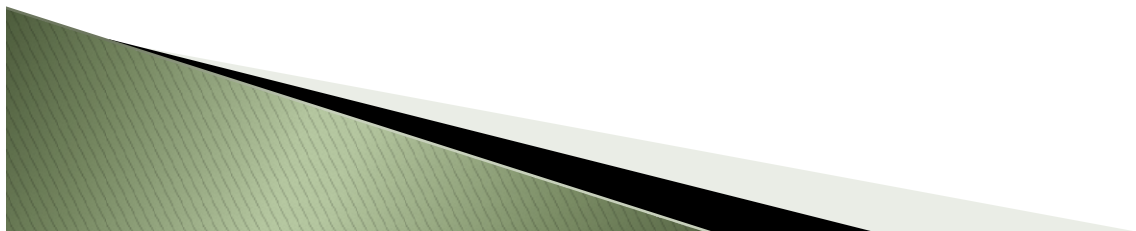
Approach & Data Set

- ▶ Approach is to sieve the whole New York city based on the peoples' nationality.
- ▶ From the obtained data cluster them based on their proximity.
- ▶ By using Foursquare find the households of the data members and their feature set is used to compare them and group them.



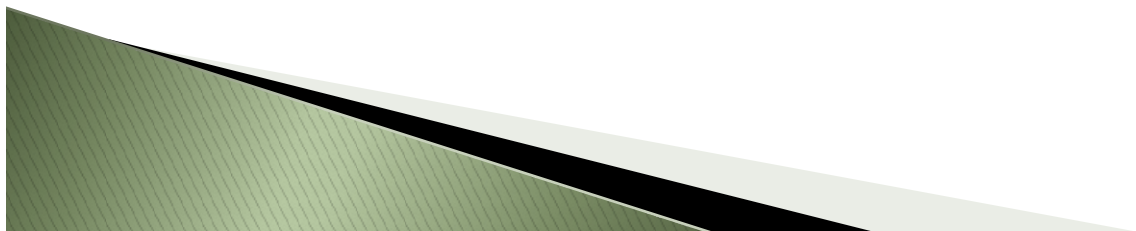
Methodology

- ▶ By calculating the MSE from kmeans we will know how far from the households do the tentative restaurant is situated, and it will be the main factor in deciding the outcome.
- ▶ Classification by logistic regression gives the probability of customer visiting the restaurants if it is situated there and averaging them from people present in that cluster gives the whole cluster probability .This will be the second most important factor.



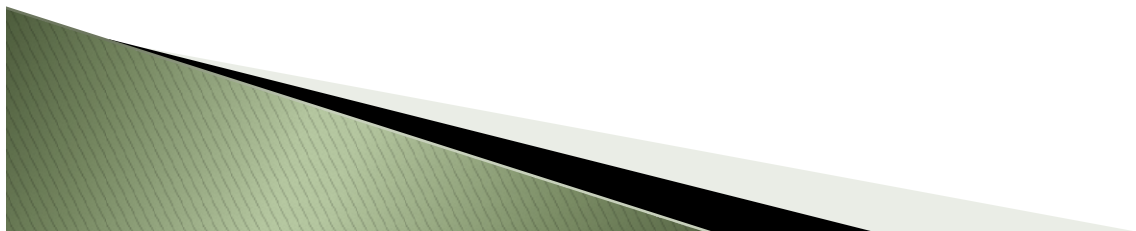
Results

- ▶ The results here obtained are the cluster with average of 3621.45 individuals out of which 62.59% are of desired background (students, working professionals, etc.,).By classification through logistic regression it was obtained that the probability is 0.63.



Discussion & Recommendation

From the quoted above results It is clearly evident that this cluster is the most reasonable and the profitable cluster to establish a restaurant and it is recommended that the cluster of this area is recommended to start a restaurant which being Manhattan of 40.7831° N , 73.9712° W of radius 276.54m will be the best place and the recommended one.



Thank You