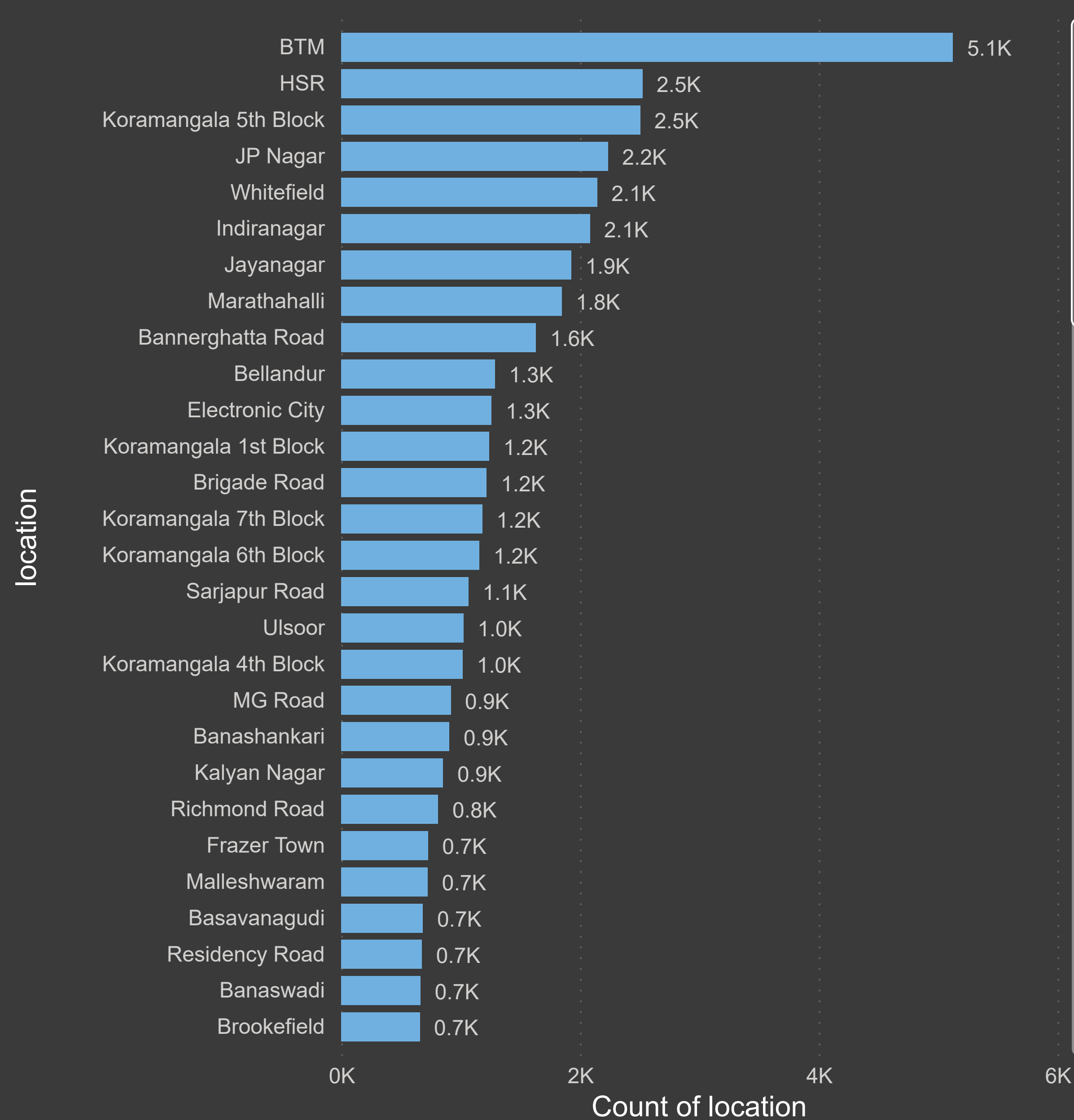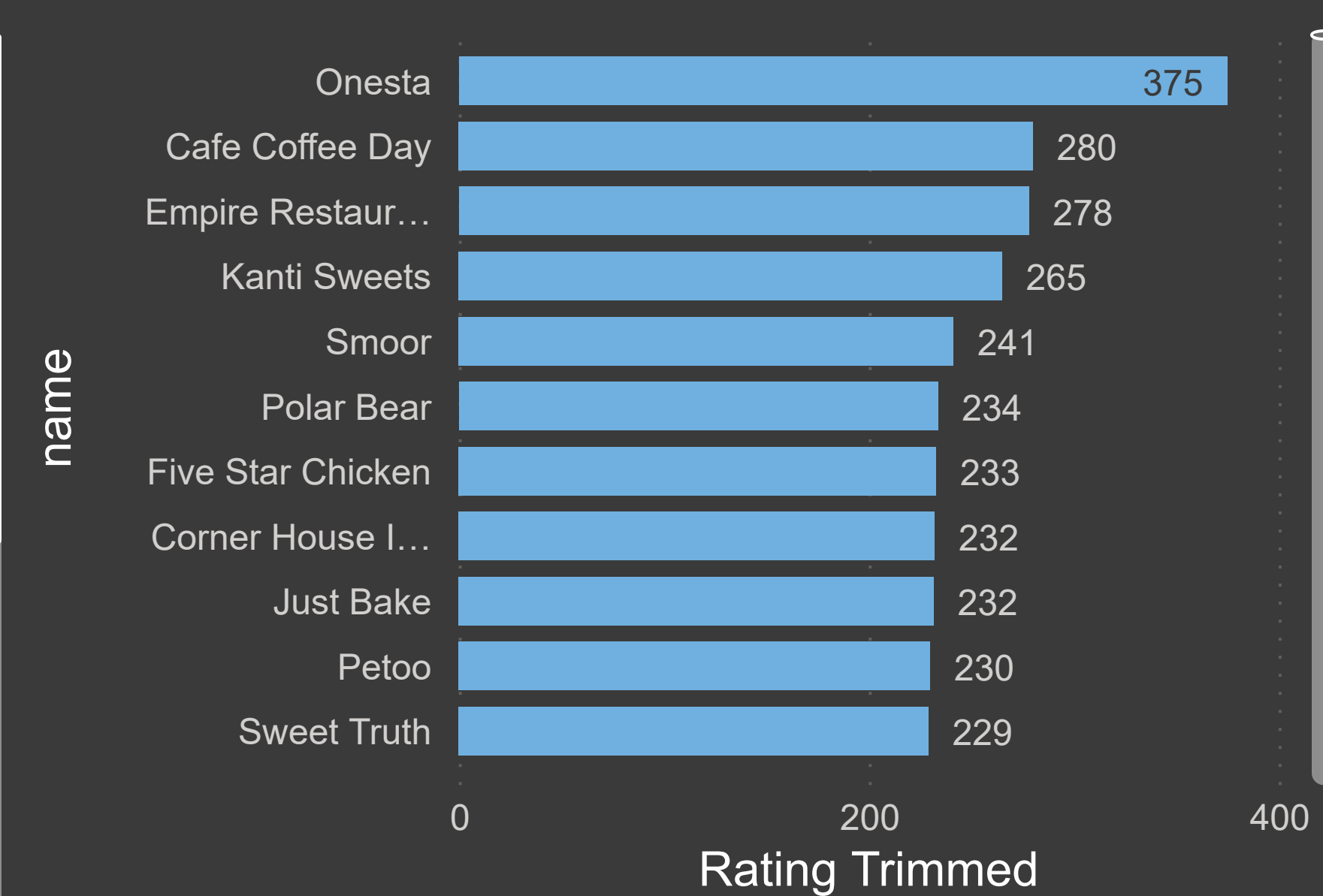# Restaurant Analysis

## Location Slicer

- ☐ Select all
- ☐
- ☐ Banashankari
- ☐ Banaswadi
- ☐ Bannerghatta Road
- ☐ Basavanagudi
- ☐ Basaveshwara Nagar
- ☐ Bellandur
- ☐ Bommanahalli
- ☐ Brigade Road
- ☐ Brookefield
- ☐ BTM
- ☐ Central Bangalore
- ☐ Church Street
- ☐ City Market
- ☐ Commercial Street
- ☐ Cunningham Road
- ☐ CV Raman Nagar
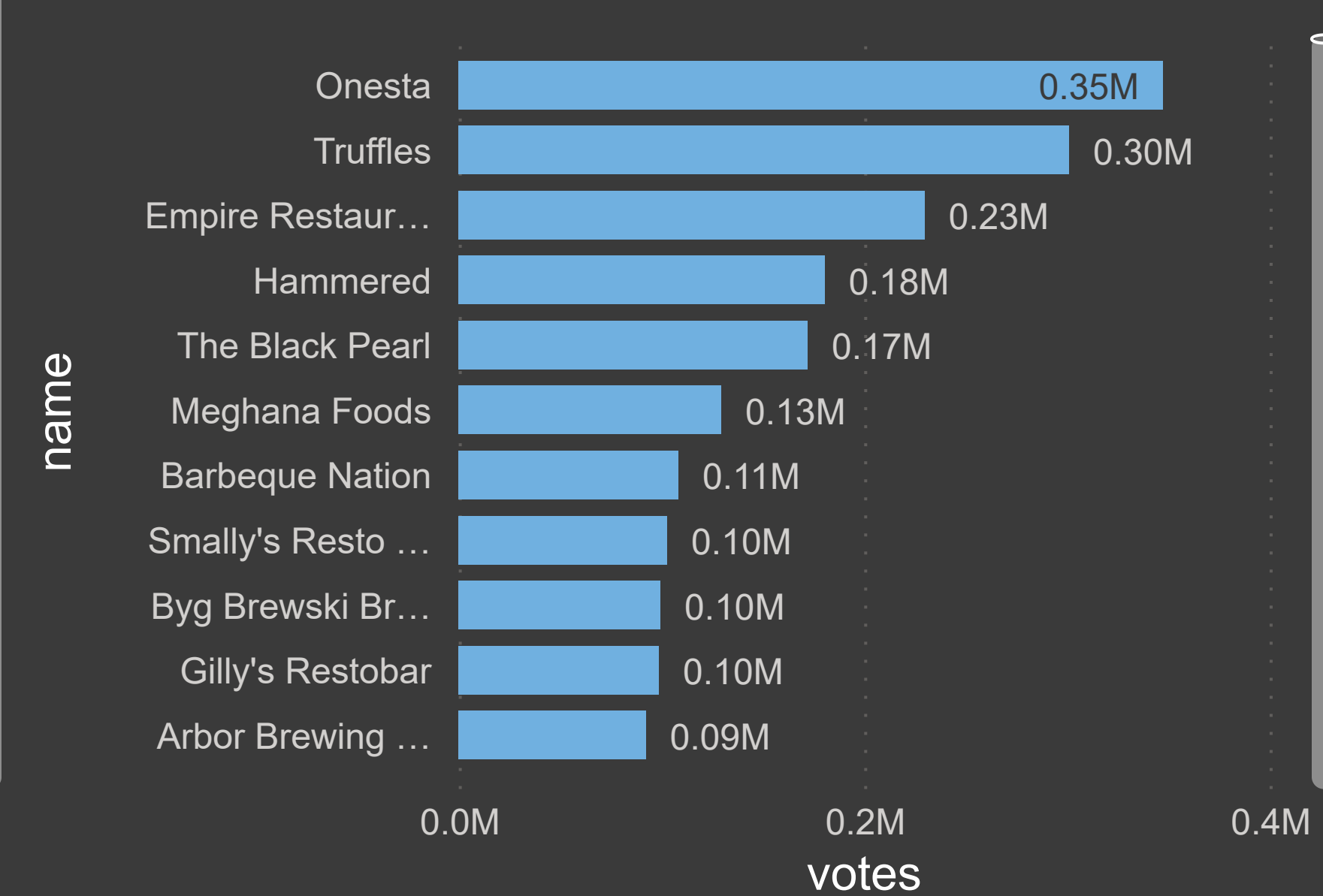- ☐ Domlur
- ☐ East Bangalore
- ☐ Ejipura
- ☐ Electronic City

## Top locations for restaurants

| location | Count of location |
|---|---|
| BTM | 5.1K |
| HSR | 2.5K |
| Koramangala 5th Block | 2.5K |
| JP Nagar | 2.2K |
| Whitefield | 2.1K |
| Indiranagar | 2.1K |
| Jayanagar | 1.9K |
| Marathahalli | 1.8K |
| Bannerghatta Road | 1.6K |
| Bellandur | 1.3K |
| Electronic City | 1.3K |
| Koramangala 1st Block | 1.2K |
| Brigade Road | 1.2K |
| Koramangala 7th Block | 1.2K |
| Koramangala 6th Block | 1.2K |
| Sarjapur Road | 1.1K |
| Ulsoor | 1.0K |
| Koramangala 4th Block | 1.0K |
| MG Road | 0.9K |
| Banashankari | 0.9K |
| Kalyan Nagar | 0.9K |
| Richmond Road | 0.8K |
| Frazer Town | 0.7K |
| Malleshwaram | 0.7K |
| Basavanagudi | 0.7K |
| Residency Road | 0.7K |
| Banaswadi | 0.7K |
| Brookefield | 0.7K |

## Top restaurants by rating

| name | Rating Trimmed |
|---|---|
| Onesta | 375 |
| Cafe Coffee Day | 280 |
| Empire Restaur… | 278 |
| Kanti Sweets | 265 |
| Smoor | 241 |
| Polar Bear | 234 |
| Five Star Chicken | 233 |
| Corner House I… | 232 |
| Just Bake | 232 |
| Petoo | 230 |
| Sweet Truth | 229 |

## Top restaurants by votes

| name | votes |
|---|---|
| Onesta | 0.35M |
| Truffles | 0.30M |
| Empire Restaur… | 0.23M |
| Hammered | 0.18M |
| The Black Pearl | 0.17M |
| Meghana Foods | 0.13M |
| Barbeque Nation | 0.11M |
| Smally's Resto … | 0.10M |
| Byg Brewski Br… | 0.10M |
| Gilly's Restobar | 0.10M |
| Arbor Brewing … | 0.09M |

# Restaurant Analysis

## Rating Slicer

- ☐ Select all
- ☐ (Blank)
- ☐ 1.50
- ☐ 2.00
- ☐ 2.50
- ☐ 3.00
- ☐ 3.50
- ☐ 4.00
- ☐ 4.50

## Top restaurant types

| rest_type ALPHA | Count of rest_type ALPHA |
|---|---|
| Casual Dining | 7.4K |
| Quick Bites | 5.3K |
| Cafe | 2.4K |
| Bar,Casual Dining | 1.4K |
| Dessert Parlor | 1.1K |
| Delivery | 0.7K |
| Cafe,Casual Dining | 0.5K |
| Bar | 0.4K |
| Casual Dining,Pub | 0.4K |
| Delivery,Takeaway | 0.3K |

## Top cuisines

| cuisines ALPHA | Count of cuisines ALPHA |
|---|---|
| North Indian | 1181 |
| Chinese,North Indian | 871 |
| Chinese,North India… | 457 |
| South Indian | 367 |
| Desserts,Ice Cream | 335 |
| Biryani,Chinese,Nor… | 298 |
| Cafe | 297 |
| Bakery,Desserts | 274 |
| Beverages,Desserts | 260 |
| Chinese,Continenta… | 252 |

## Location Slicer

- ☐ Select all
- ☐ Banashankari
- ☐ Banaswadi
- ☐ Bannerghatta Road
- ☐ Basavanagudi
- ☐ Basaveshwara Nagar
- ☐ Bellandur
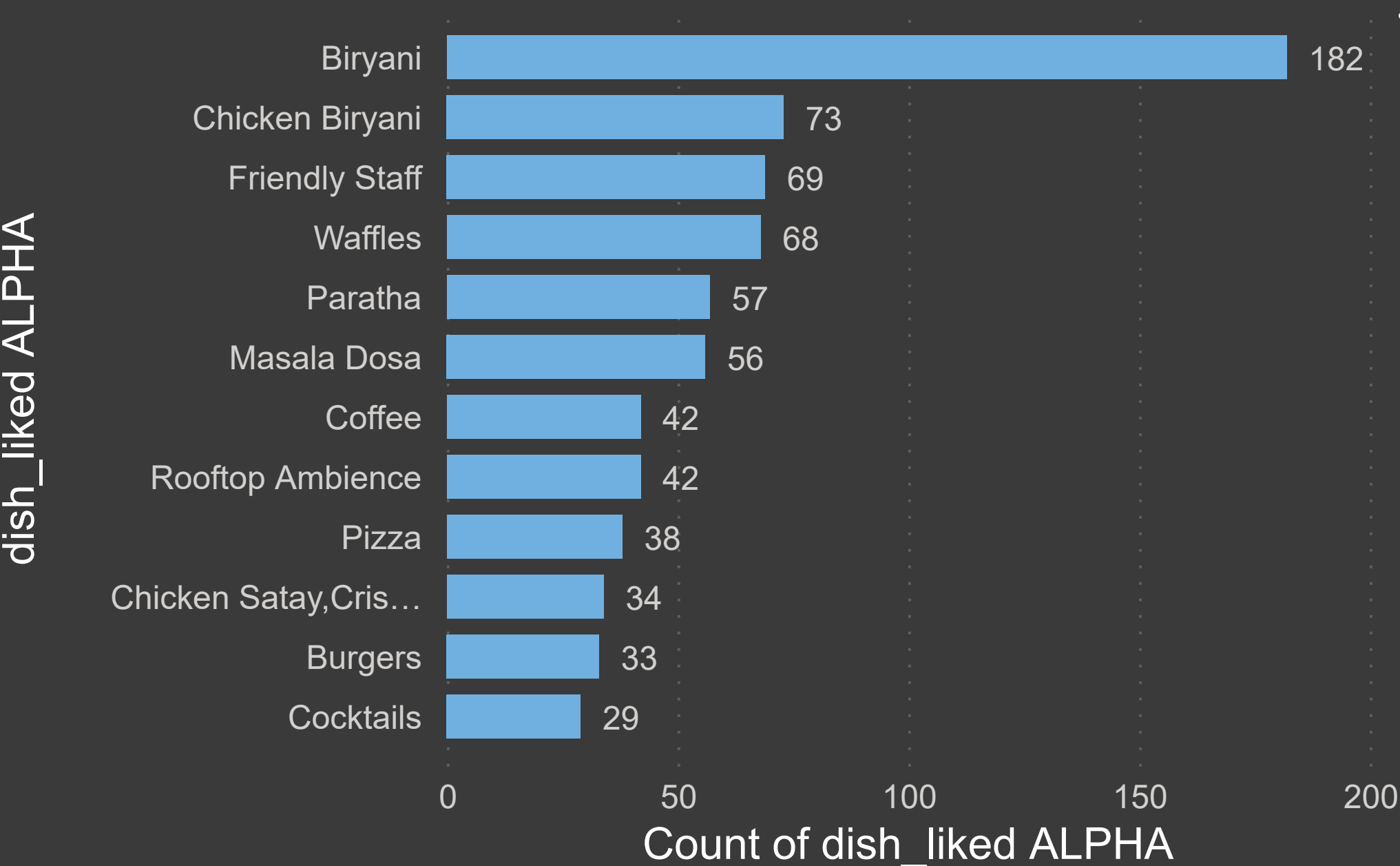- ☐ Bommanahalli
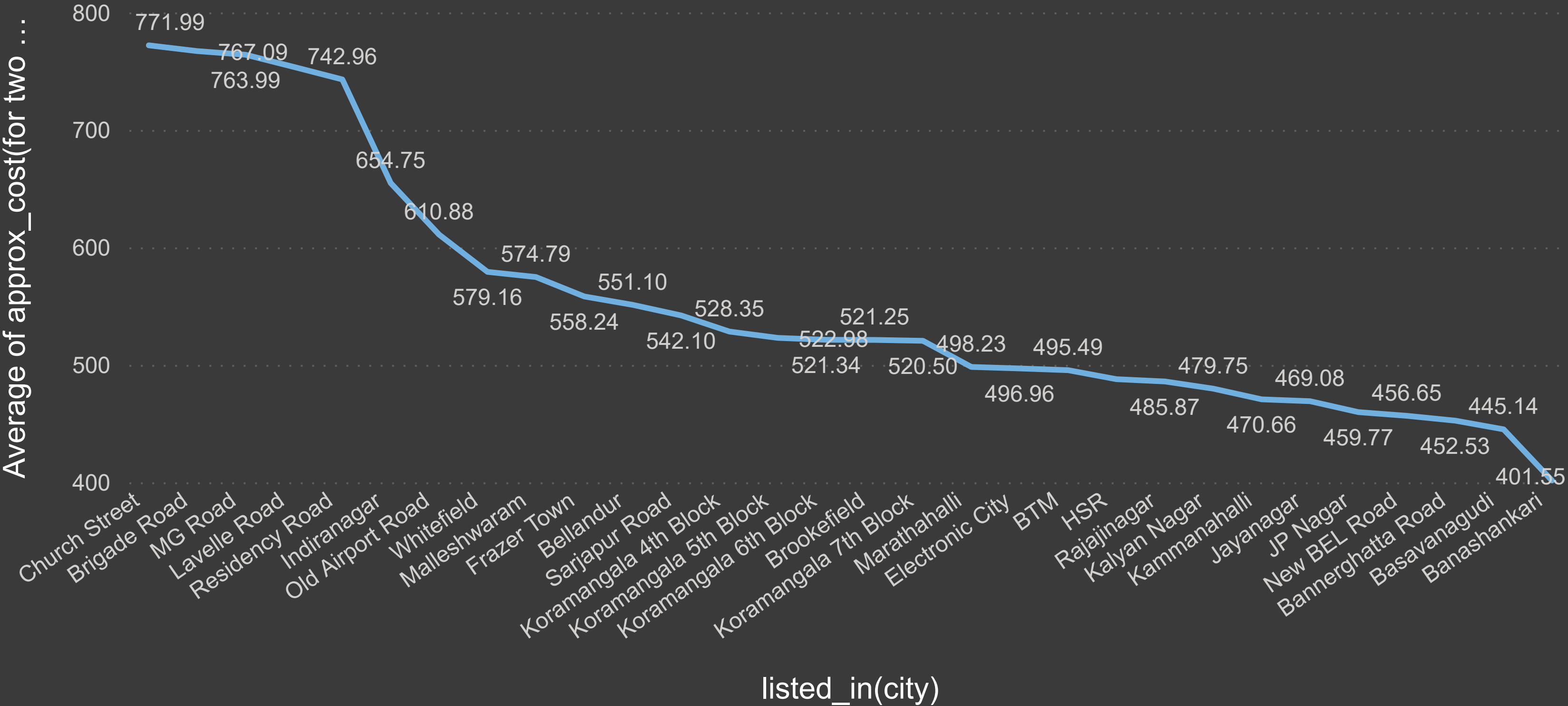- ☐ Brigade Road
- ☐ Brookefield
- ☐ BTM
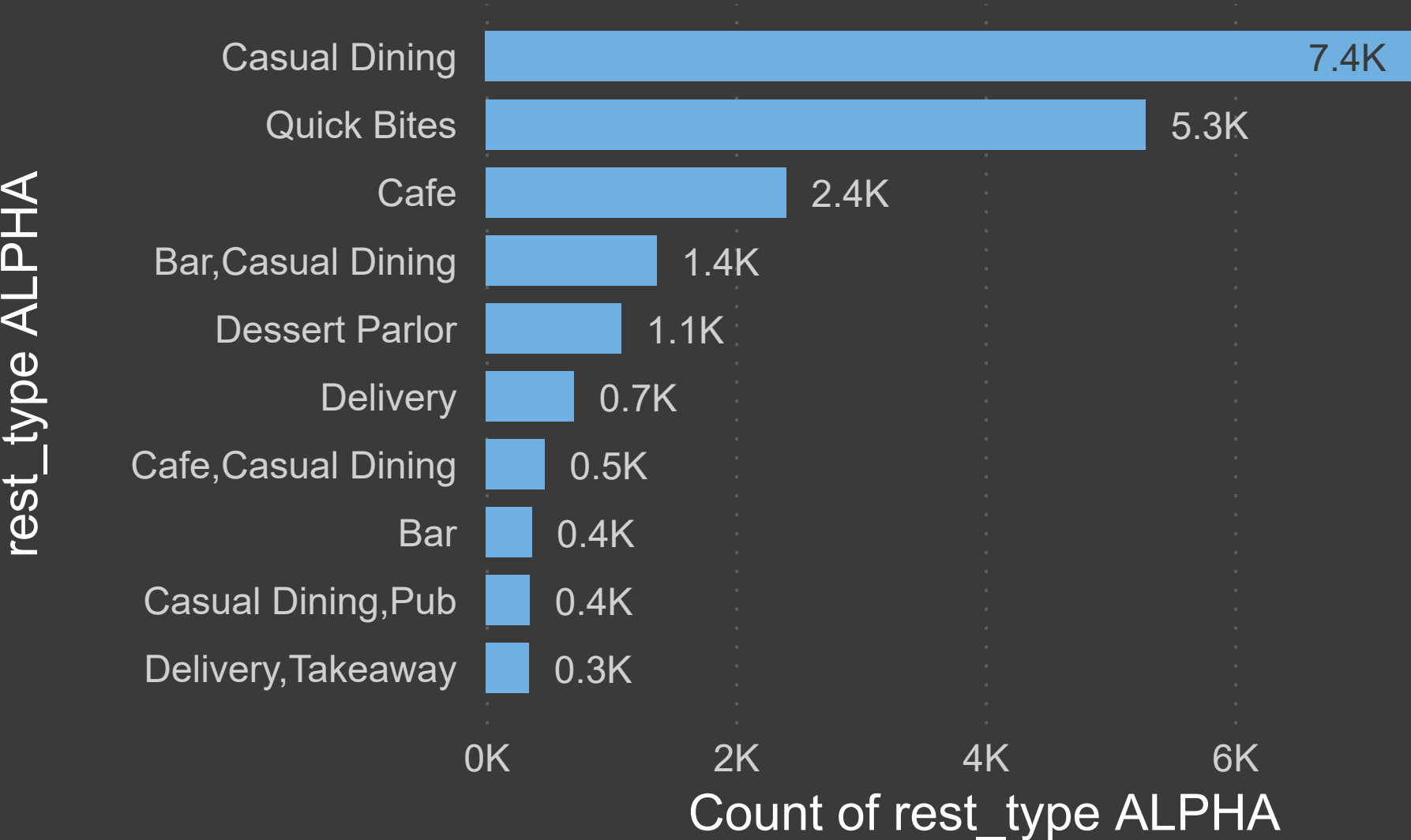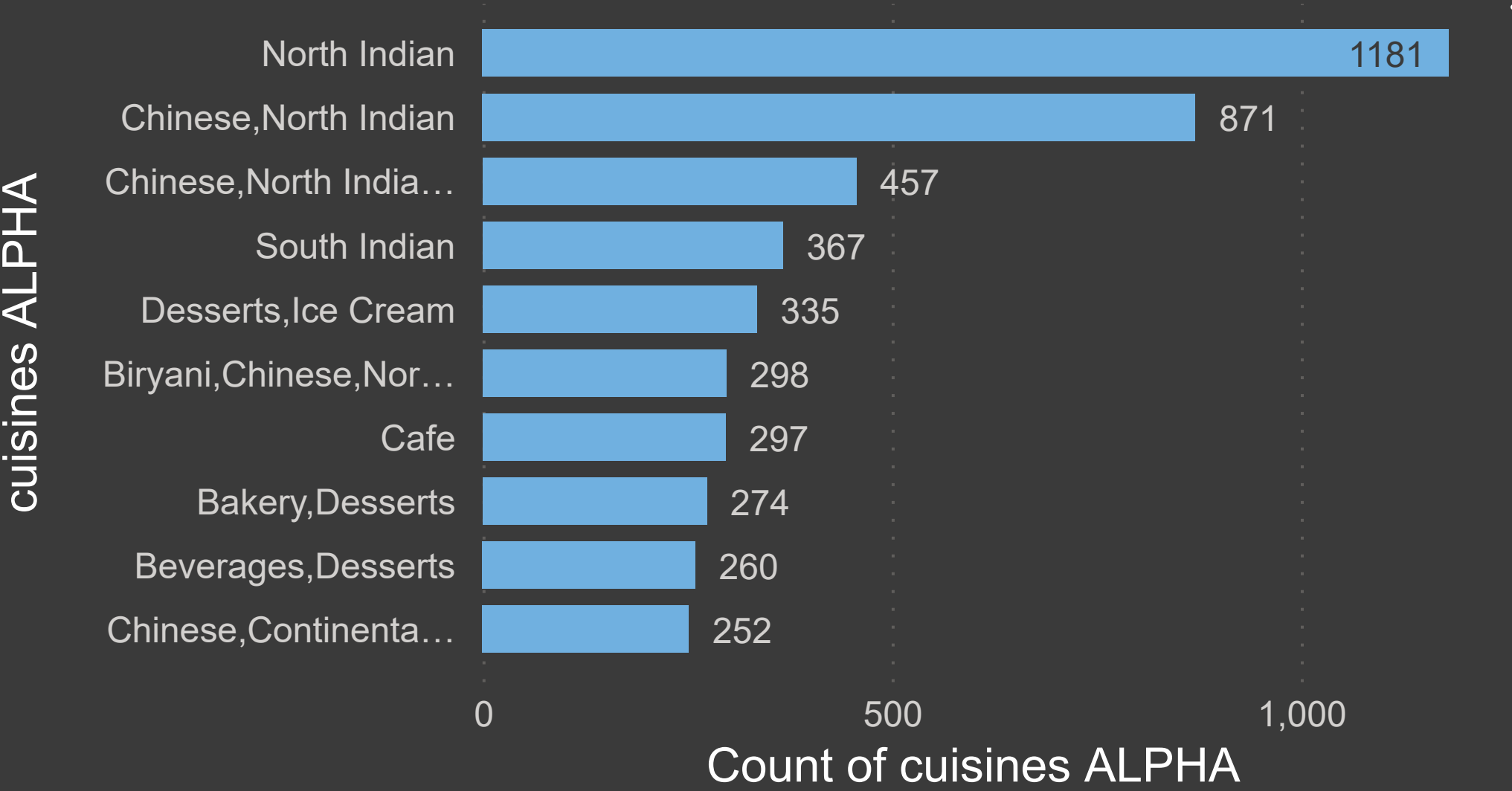
| name | location |
|---|---|
| #L-81 Cafe | HSR |
| #refuel | Bannerghatta Road |
| @ Biryani Central | Marathahalli |
| @Italy | HSR |
| @Italy | Kumaraswamy Layout |
| 1000 B.C | Koramangala 5th Block |
| 100ÃƒÂÃƒÆÃ,Ã,,ÃƒÆÃ,ÃƒÂ,Ã,Â°C | BTM |
| 1131 Bar + Kitchen | Indiranagar |
| 12th Main - Grand Mercure | Koramangala 3rd Block |
| 1441 Pizzeria | JP Nagar |
| 1522 - The Pub | Koramangala 4th Block |
| 1522 - The Pub | Malleshwaram |
| 1522 - The Pub | New BEL Road |
| 154 Breakfast Club | Koramangala 3rd Block |
| 1722 Urban Bistro | Koramangala 5th Block |
| 1947 | Banashankari |
| 1947 | Jayanagar |

## Top dishes

| dish_liked ALPHA | Count of dish_liked ALPHA |
|---|---|
| Biryani | 182 |
| Chicken Biryani | 73 |
| Friendly Staff | 69 |
| Waffles | 68 |
| Paratha | 57 |
| Masala Dosa | 56 |
| Coffee | 42 |
| Rooftop Ambience | 42 |
| Pizza | 38 |
| Chicken Satay,Cris… | 34 |
| Burgers | 33 |
| Cocktails | 29 |

# Restaurant Analysis

## Average Cost for two people



Church Street 771.99, Brigade Road 767.09, 763.99, MG Road, Lavelle Road 742.96, Residency Road, Indiranagar 654.75, Old Airport Road 610.88, Whitefield 579.16, Malleshwaram 574.79, Frazer Town 558.24, Bellandur 551.10, Sarjapur Road 542.10, Koramangala 4th Block 528.35, Koramangala 5th Block 522.98, Koramangala 6th Block 521.34, Brookefield 521.25, Koramangala 7th Block 520.50, Marathahalli 498.23, Electronic City 496.96, BTM 495.49, HSR 485.87, Rajajinagar 479.75, Kalyan Nagar 470.66, Kammanahalli 469.08, Jayanagar 459.77, JP Nagar 456.65, New BEL Road 452.53, Bannerghatta Road 445.14, Basavanagudi 401.55, Banashankari

listed_in(city)

## Restaurants with online order



Yes 30K, No 21K

online_order
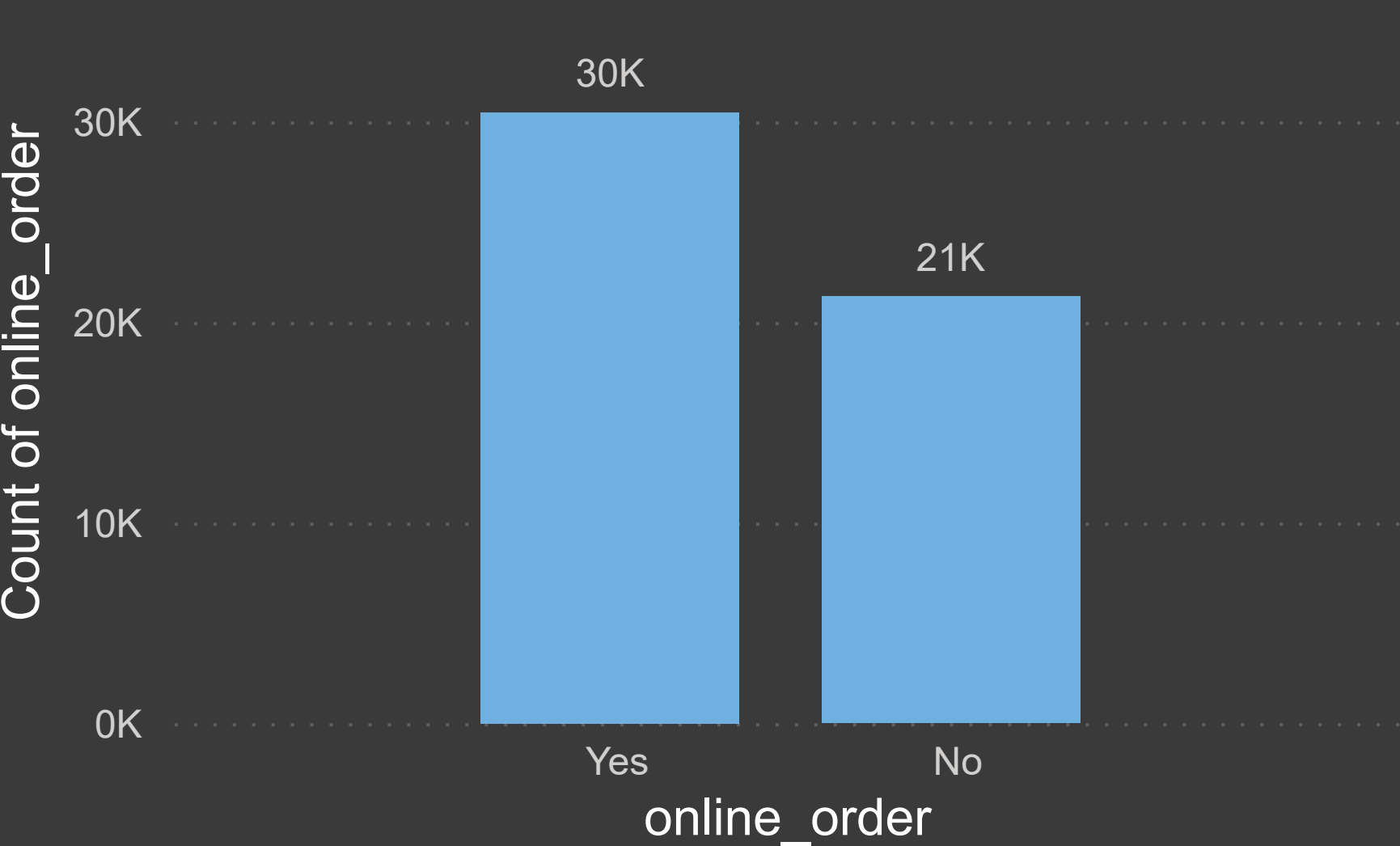
## Restaurants with Table Booking



Yes 6.45K (12.47%)
No 45.27K (87.53%)

book_table
- No
- Yes
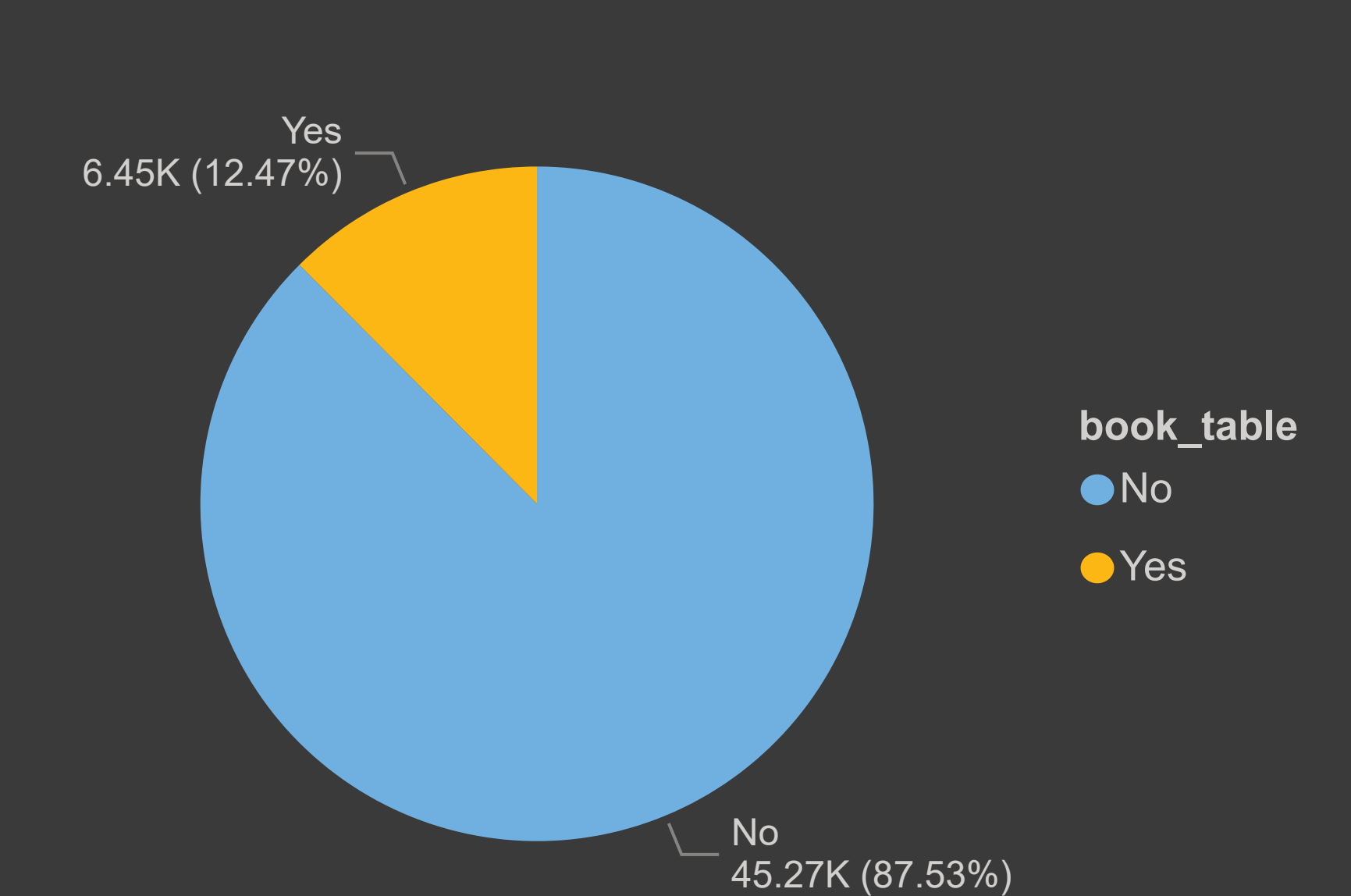
## Average Cost for two people

# 555.43

## Maximum Cost for two people

# 6000

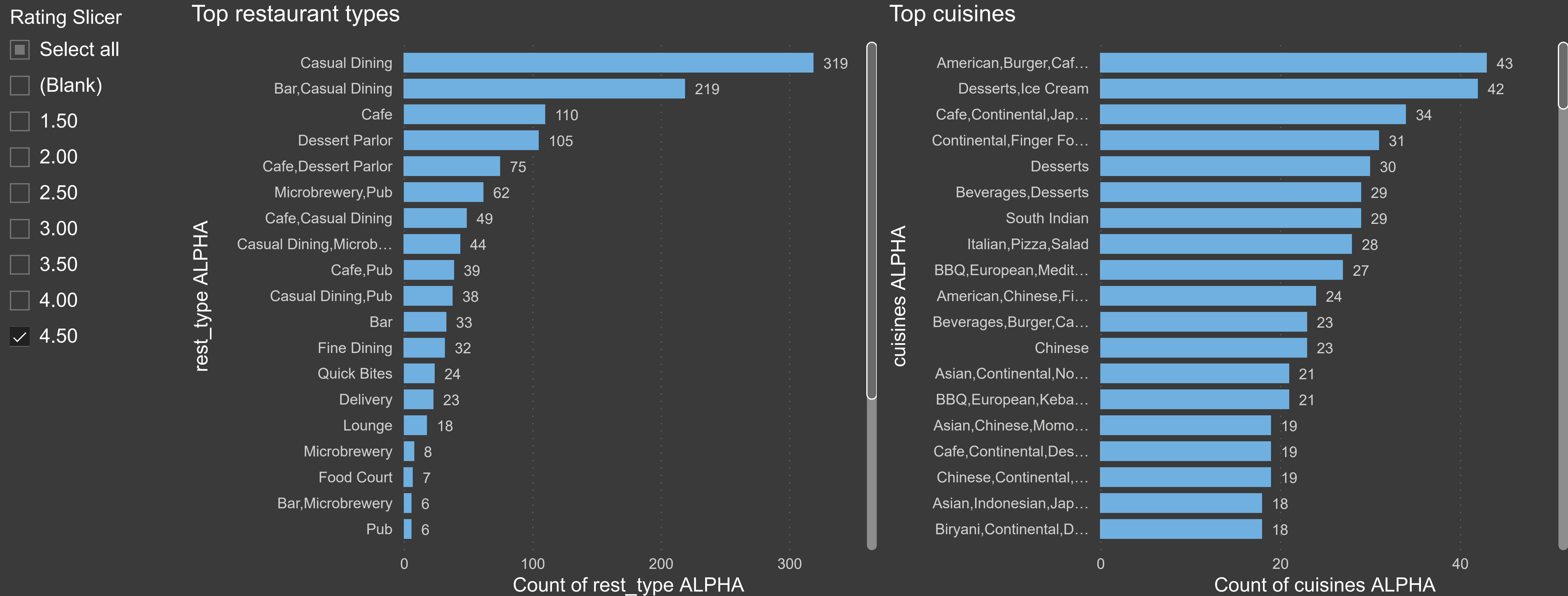## Minimum Cost for two people

# 40

# Q1. What should be the concept or theme for the restaurant and who is the target audience?

## Rating Slicer

- ☑ Select all
- ☐ (Blank)
- ☐ 1.50
- ☐ 2.00
- ☐ 2.50
- ☐ 3.00
- ☐ 3.50
- ☐ 4.00
- ☑ 4.50

## Top restaurant types

| rest_type ALPHA | Count of rest_type ALPHA |
|---|---|
| Casual Dining | 319 |
| Bar,Casual Dining | 219 |
| Cafe | 110 |
| Dessert Parlor | 105 |
| Cafe,Dessert Parlor | 75 |
| Microbrewery,Pub | 62 |
| Cafe,Casual Dining | 49 |
| Casual Dining,Microb... | 44 |
| Cafe,Pub | 39 |
| Casual Dining,Pub | 38 |
| Bar | 33 |
| Fine Dining | 32 |
| Quick Bites | 24 |
| Delivery | 23 |
| Lounge | 18 |
| Microbrewery | 8 |
| Food Court | 7 |
| Bar,Microbrewery | 6 |
| Pub | 6 |

## Top cuisines

| cuisines ALPHA | Count of cuisines ALPHA |
|---|---|
| American,Burger,Caf... | 43 |
| Desserts,Ice Cream | 42 |
| Cafe,Continental,Jap... | 34 |
| Continental,Finger Fo... | 31 |
| Desserts | 30 |
| Beverages,Desserts | 29 |
| South Indian | 29 |
| Italian,Pizza,Salad | 28 |
| BBQ,European,Medit... | 27 |
| American,Chinese,Fi... | 24 |
| Beverages,Burger,Ca... | 23 |
| Chinese | 23 |
| Asian,Continental,No... | 21 |
| BBQ,European,Keba... | 21 |
| Asian,Chinese,Momo... | 19 |
| Cafe,Continental,Des... | 19 |
| Chinese,Continental,... | 19 |
| Asian,Indonesian,Jap... | 18 |
| Biryani,Continental,D... | 18 |

Based on the ratings the top restaurant types are Casual Dining with Bar and Cafe and the top cuisines are American, Burger, Steak, Desserts and Ice Cream.

So our concept and theme can be Casual Dining with a bar and our target audience would be customers who like American cuisine.

# Q2. Examine the costs associated with the restaurant and come up with the solutions to maximize revenue.

The main costs associated with a restaurant are:
  • Labor Costs
  • Food Costs
  • Rent and Utilities

Ways to optimize the above costs and maximize revenue are as follows:

**Reducing Labor Costs**
One can reduce labor costs by cutting down their staff but this is not always the best choice as this can do more harm than good.
Some strategies one can use are:
  • Boosting Employee Retention: It is more expensive to hire a new employee than to retain the old employee. Keeping your employees happy with adequate pay and incentives is a good strategy.
  • Scheduling: With proper planning one can optimize their scheduling thereby reducing labor costs
  • Efficiency: Improperly trained staff can cost your business in many ways. Making sure the staff receiving the proper training can benefit both parties
  • Technology: Using self ordering kiosks or tablets the restaurant can cut down on labor costs

**Reducing Food Costs**
Few tips to reduce food costs:
  • Proper Inventory Management
  • Building relationship with suppliers
  • Understanding food costs and plan accordingly
  • Reducing pilferage and food wastage
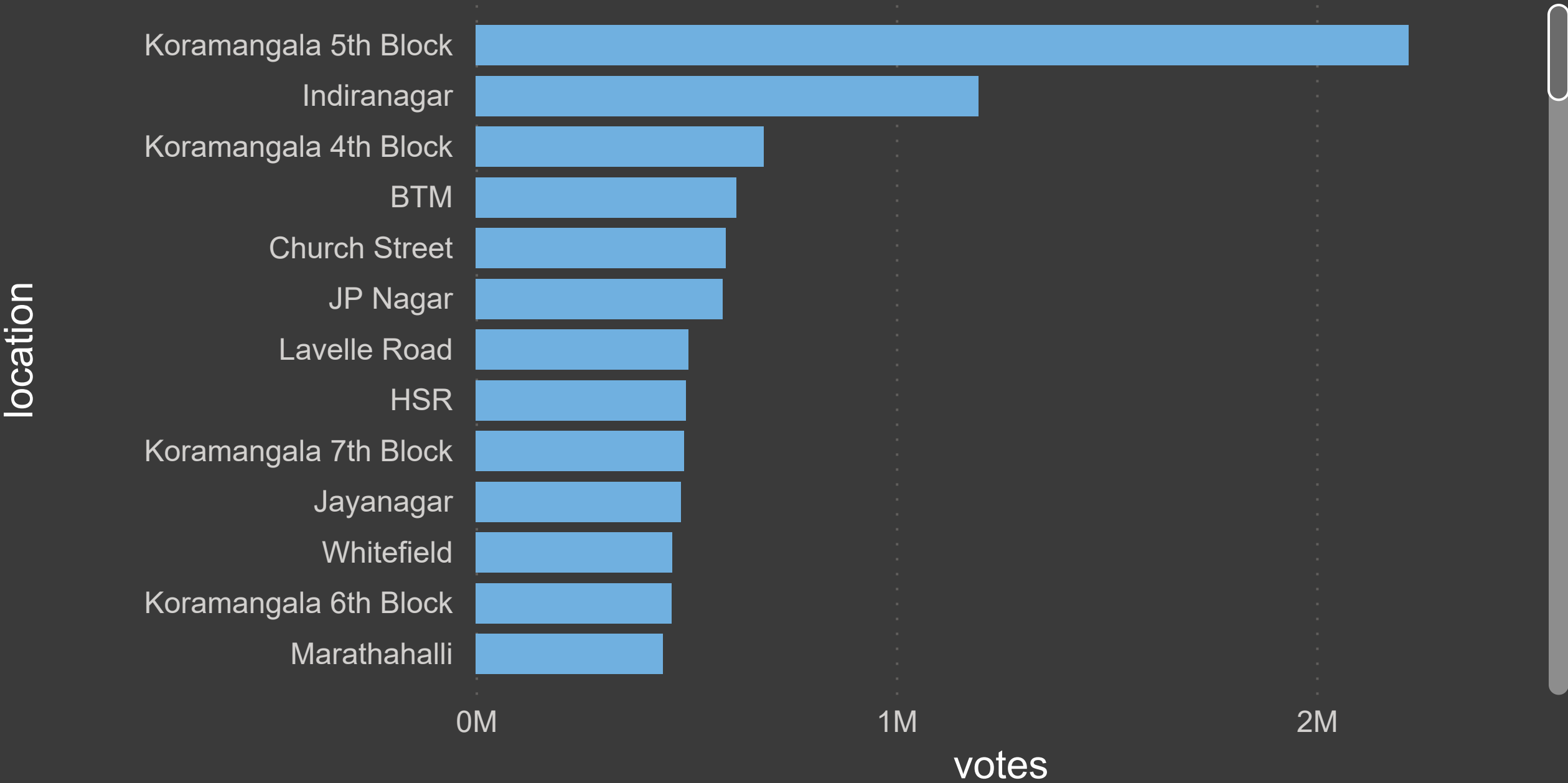
**Reducing Rent and Utilities cost**
This is one cost where there isn't much scope for reduction. But one can try to:
  • Renegotiate their lease terms
  • Downsizing
  • Optimizing utilites cost

# Q3. Decide where you want your restaurant to be located.

## Votes by location

Based on the number of votesKoramangala 5th Block and Indiranagar seems like the perfect place for a restaurant due to the high number of activity.



# Q4. What are the licenses and permits necessary to begin your restaurant business?

- FSSAI License
- Eating house license
- Health/Trade license
- Liquor license
- GST Registration
- Environmental clearance license
- Fire safety license
- Lift license
- Signage license
- Music license
- Shop and establishment license
- Insurance

# Q5. What should be the hiring process for the people you need to run your restaurant business?

• Requirement Gathering
Based on number of tables, restaurant type, hours required, any specific skillset, etc.
• Preparation of Job Description
Preparation of Job Description absed on requirement.
• Choosing advertisement channel
Deciding on whether to use referrals, job portals, create an advert for newspaper or social media and more.
• Reviewing applications
Applications are filtered based on requirement.
• Interview
Conducting interview and checking skillset to see if candidate is a match for the requirement.
• Final Steps
This includes checking of references, drawing up an employment contract and offering of the job.

# Q6. What are the food preferences of the restaurant's target customers?

| dish_liked ALPHA | Count of dish_liked ALPHA |
|---|---|
| American Cheese Burger,Burgers,Chicken Salad,Cocktails,Pancakes,Pasta | 15 |
| American Cheese Burger,Burgers,Coffee,Ferrero Rocher Shake,Orange Mojito,Pasta | 1 |
| American Cheese Burger,Burgers,Crunchy Veg Burger,Mojito,Pasta,Peri Peri Chicken Burger | 3 |
| Burgers,Chaat,Cheese Burger,Ferrero Rocher Shake,Orange Mojito,Pasta | 1 |
| Burgers,Cheese Burger,Coffee,Ferrero Rocher Shake,Orange Mojito,Pasta | 4 |
| Burgers,Cheese Burger,Ferrero Rocher Milkshake,Mocktails,Pasta,Peri Chicken | 14 |
| Burgers,Cheese Burger,Ferrero Rocher Milkshake,Mocktails,Pasta,Potato Mash | 1 |
| Burgers,Ferrero Rocher Milkshake,Pasta,Arrabiata Pesto Pasta Rolls Veg Pattice | 4 |
| **Total** | **43** |

Food preferences of our target customers include American Cheese Burger, Burgers, Chicken Salad, Cocktails, Pancakses, Pasta and more.
Full List above.

Q7. Research and compare different vendors and suppliers on the basis of different criteria and help the business owner optimize the recurrent cost.

• This can be done by collection of data from various vendors and suppliers based on requirements.
• Tender needs to be released and quotation from various parties needs to be received.
• The quotation received needs to be collated, studied and compared.
• The best vendor can be selected based on the data gathered.
• Further negotiations can also be done.

Q8. How to optimize the installation and maintenance cost of the essential equipment required to establish a restaurant business.

• Requirement Gathering
Understanding the needs of the business, the production and seating capacity. space available, etc.
• Tender and Quotations
Based on requirements Tender can be released and quotation gathering from interested vendors.
• Vendor Finalization
Based on the quotations received, various vendors can be picked for various requirements,
• Negotiation
Installation and maintenance costs for the requirement can be negotiated to further bring down the costs,