# Planning For Restaurant in Kolkata using Data Science

# Business Problem

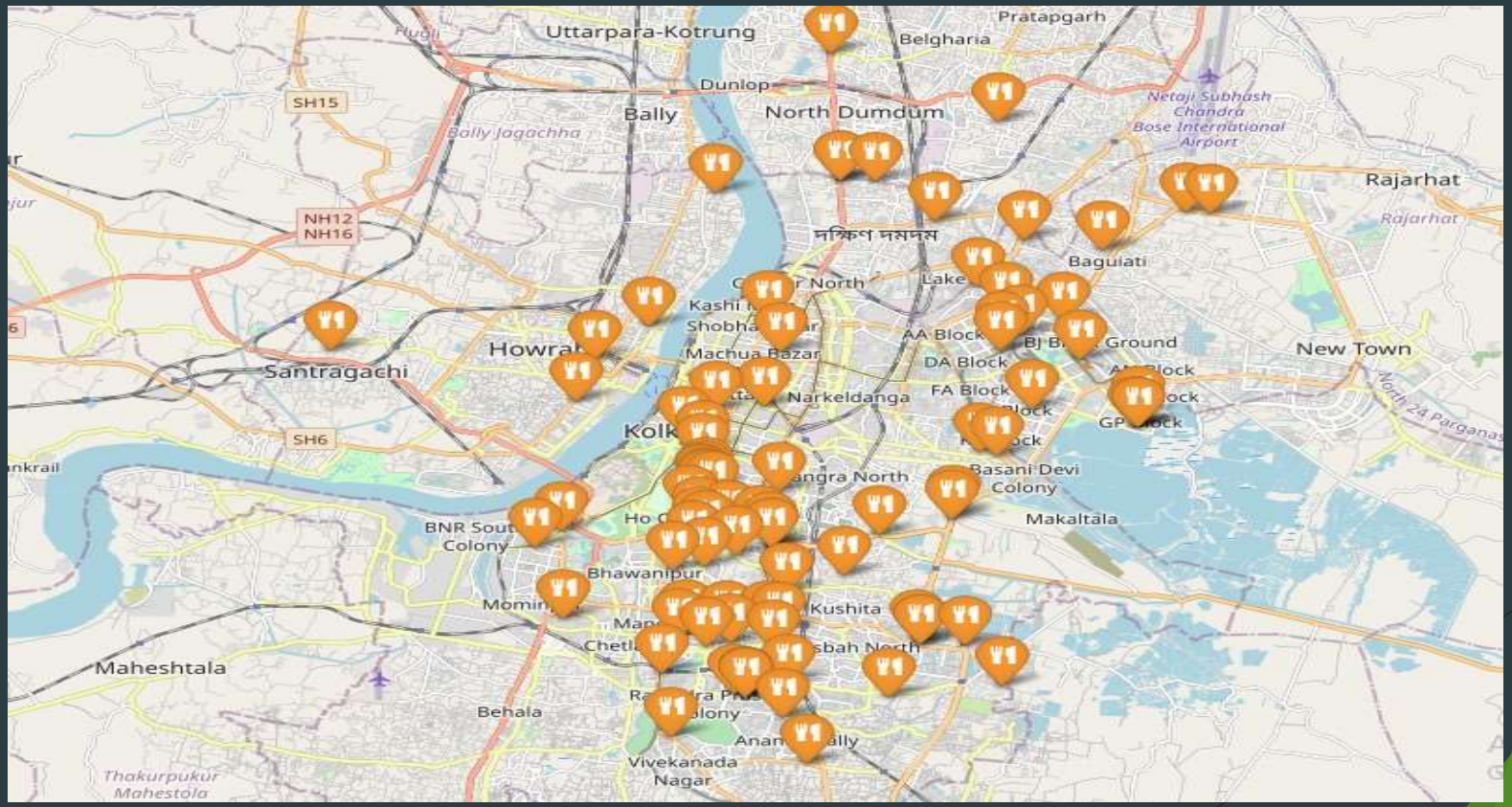
Questions which is required to answer using Data Science

- Which Type of Food is most loved by People it help in increasing number of customer?
- What is the price range that customer prefer to pay in Restaurant?
- What type of restaurant is more in City such that we know our Competitor and Compare with them?

# Data Gathering

For data I used Zomato API that provide information of restaurant like Restaurant Name , Rating , Average Cost for two person , Cuisines,Latitude , Longitude and Votes that Restaurant get.

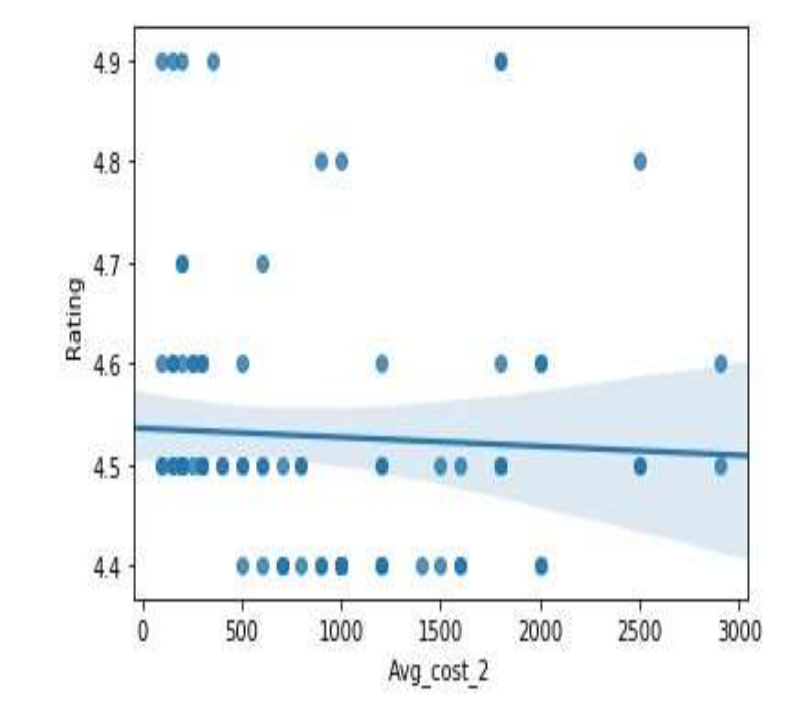
# Visualization of Top 100 restaurant in Kolkata



# Start Visualizing Data to Find Answer of required Questions

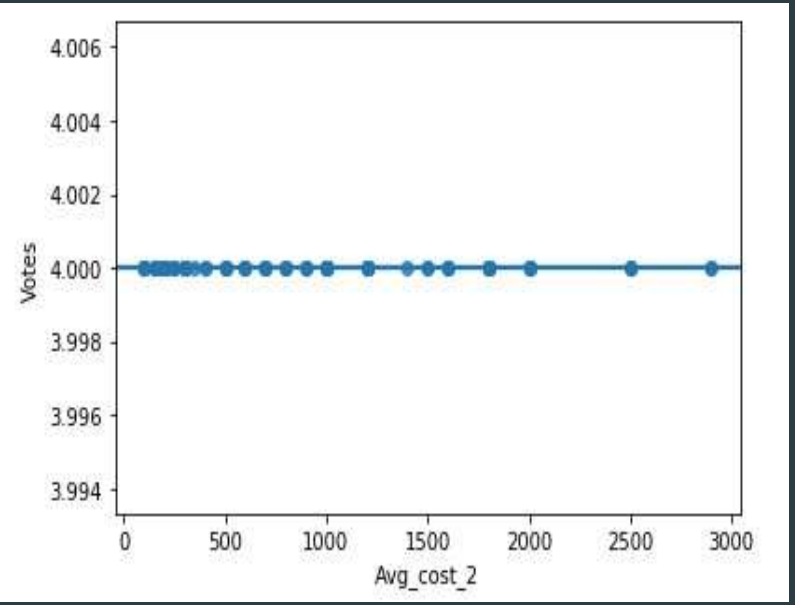
# Regression plot 1:

Regression plot between Average cost of two person with the rating of Restaurant we see that by increasing the cost rating slightly decrease so there is slight negative impact on rating.



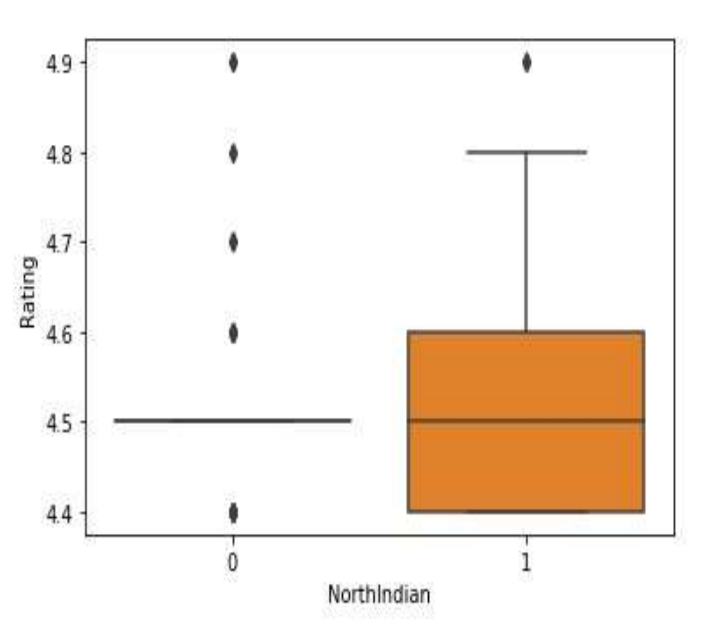
# Regression Plot 2

Regression Plot between Average cost for two and Votes of Restaurant. We see that Votes almost remains Constant by increasing Price.

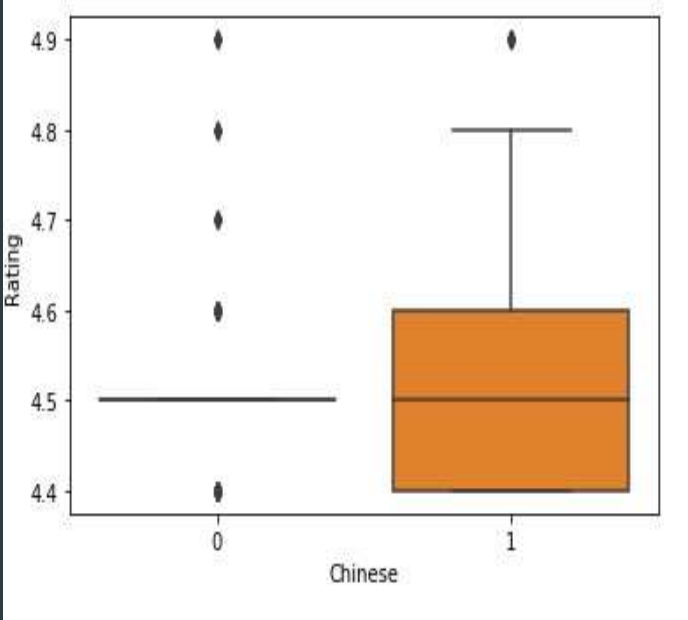


# Box Plot

North Indian Food Vs Rating

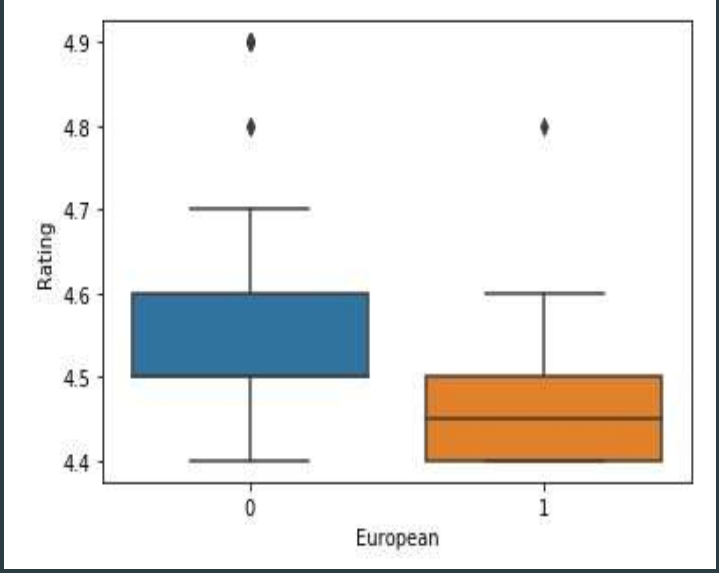



Chinese Food Vs Rating

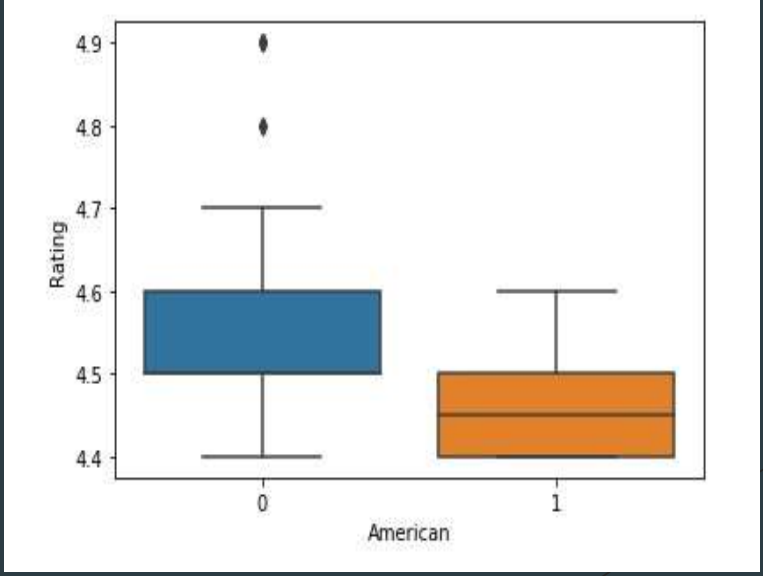


# Box Plot

European Food Vs Rating

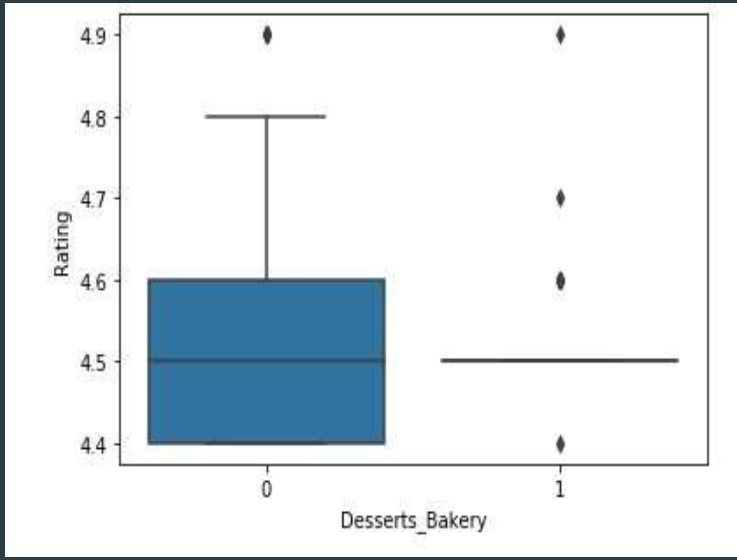



American Food Vs Rating

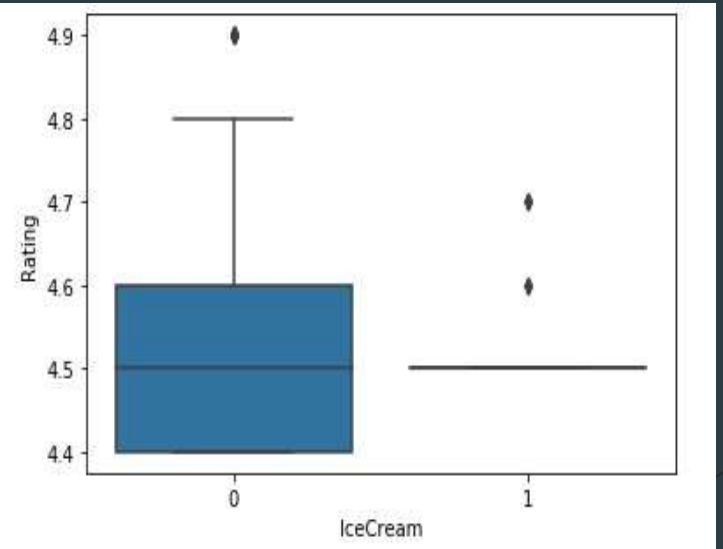


# Box Plot

Desserts Bakery Vs Rating

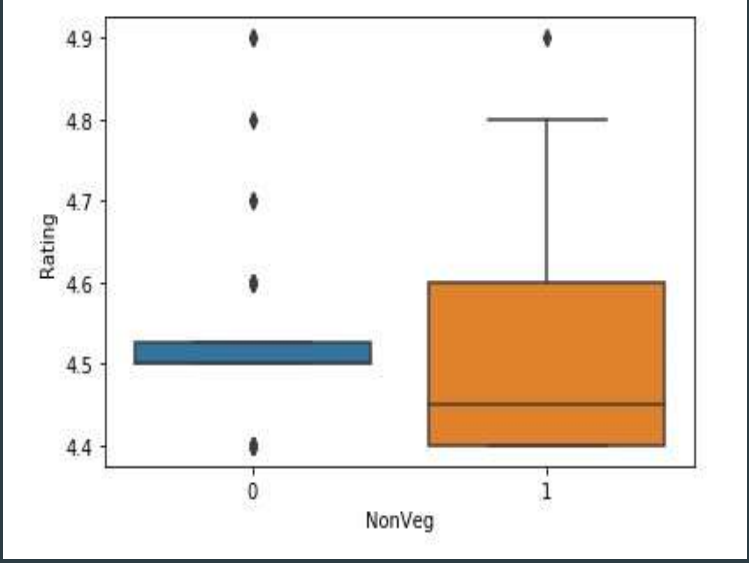



Ice Cream Vs Rating

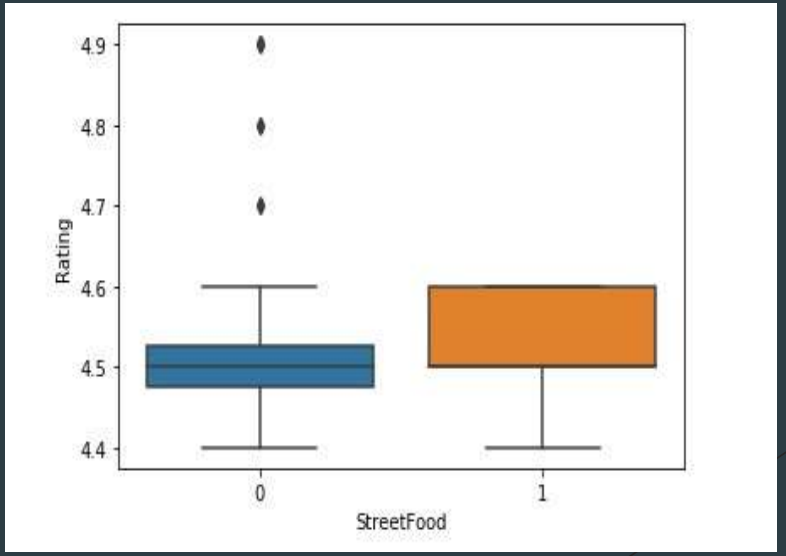


# Box Plot

## Non Veg Vs Rating




## Street Food Vs Rating



# Clustering of Restaurant based on Cuisines : DBSCAN

# Clustering of Restaurant based on Cuisines: KMeans

# Conclusion

- After Visualizing the box plot I came into Conclusion that North Indian Food , Chinese Food , Street Food , NonVeg Food
- After visualizing the cluster there is lot of restaurant which serve Ice Cream , Desserts it also have good impact on rating and boosting business.
- Bengali Food is risky but if your Restaurant bring up good quality of Bengali dish then there is opportunity to grow but if you not bring good quality Bengali dish this might have negative impact on your business.
- At last but most important cost effectiveness because there is slight negative co-relation between cost and Rating so cost effectiveness is must.

# Thank You