**Pasta Tales’ Indian conundrum**

The year is 2021, the year after the deadly pandemic that brought the world to a standstill. The pandemic had made every business across the world to rethink their strategy in terms of their expansion plans and market entry. It was the similar story at Pasta Tales Inc., a leading chain of Italian cuisine restaurants based out of the United Kingdom. In early 2020, the top management had decided to enter the Indian market and wanted to open at least 5 restaurants across the country. The company had decided all the locations and as they were about to roll-out the plan to enter the market, the pandemic hit the world. Because of the pandemic, the board of directors at Pasta Tales Inc. decided to revisit their Indian market entry strategy and had asked Mr. Bhuvan, the COO, to come up with an analysis of relevant data points to back their decision of entering the Indian market with 5 restaurants.

Bhuvan, being an engineer with a background in data science, decided to undertake the analysis by himself. He used the data he collected from Zomato, a leading restaurant/food delivery aggregator in based in India. The data he collected mainly comprised the following data points:

* Name – Name of the establishment
* Establishment – Type of establishment (26 various types of establishments viz. Bakery, Casual dining, Bar, Pub, Quick Bites)
* City – Location of the restaurant
* Locality – Details of the area within the city
* Latitude – Co-ordinates
* Longitude – Co-ordinates
* Cuisines – Type of cuisine catered to by the establishment
* Average Cost For Two
* Highlights – Key tags for the establishment (E.g. Takeaway, Valet available, Non-Smoking, Serves Alcohol etc.)
* Aggregate Rating – Rating for the establishment; Rated out of 5 (1 being “Poor”, 5 being “Excellent”)
* Rating Text – Text attributed based on the rating (1 being “Poor”, 5 being “Excellent”)
* Votes – Total number of votes for that establishment given by the users of Zomato

Using the above listed data points, Bhuvan set about to analyse the relevant data points to present the findings to his Board. Since a lot had changed since the pandemic, he wanted to start from the scratch. He analysed the following:

1. Number of restaurants in each city followed by number of restaurants catering to Italian cuisine across India– It gave a sense of the state of the restaurant scene in India post-pandemic
2. Distribution of restaurants across various localities based on the cuisine in the cities of focus – It gave a sense of the concentration of various restaurants catering to Italian cuisine
3. Cost distribution of the restaurants catering to Italian cuisine in that city – By analysing this point, it enabled Bhuvan to arrive at the pricing strategy for their restaurants in India
4. Type of establishments that are catering to the Italian cuisine along with alcohol – By analysing this, it enabled Bhuvan to prepare for the requisite approvals in each cities for serving alcohol