

Capstone Project

IBM Applied Data Science

BUSINESS PROBLEM

- Opening a new Indian restaurant in the city of Bangalore, India.



INTRODUCTION

Bangalore is the IT city of India, there is a major population of youngsters working in thousands of IT firms coming from all over the country. Thus, there is a huge market of restaurants and fast food joints as the young population does not believe much in cooking food. After work a lot of people take dinner at restaurants and then go back home. This induced the opening of new restaurants in Bangalore. A restaurant provides a huge earning if it runs well, also it's success or failure depends upon a lot of factors from recruiting a good management team and chefs to picking up a location for opening a new restaurant. Although the location one of the most important factor among the others.

BUSINESS PROBLEM

The objective of this project is to analyze and select the best location in Bangalore, India to open a new Indian restaurant.

Using data science methodology and unsupervised machine learning techniques like clustering, this aims to provide the best solution to answer the business problem: In the city of Bangalore, India, if an investor is willing to open a new Indian restaurant, where you would recommend that they open it?!