Analysis of Possible Venues for Opening a new Multicuisine Food Joint In India

Assumed Client: An upcoming Restaurant chain intending to open Multicuisine, Multicultural dining experience to customers in India having pan India expansion plan.

1. Introduction:

1.1 Back Ground

Client wants to have an objective data of penetration of Fast Food, Multi-Cultural cuisine Restaurants in India.

The need is to check which are the upcoming cities and where do they stand as far as presence of Fast Food, Multi-Cultural ,Multi cuisine Restaurants is concerned and which are the cities which can be targeted.

1.2 Problem

 1) To get Target cities which represent market opportunities

2) To get realistic picture of penetration of Fast Food and Multi Cuisine Restaurants in India

Approach to the Problem

1.3 Assumptions:

It is assumed that certain venues categories such as "Pizza Huts, Multicultural Restaurants, Metro Stations, and Continental Restaurants" are indicative of the taste of the population living there.

From the Four Square Venue Categories these particular Venues categories are used to categorize/group cities across India. The presence or absence of one or more of these venue categories is assumed to be indicative of the taste of population, cultural leanings and hence the measure of business potential for opening a multicuisine restaurant.

Analysis Approach

1) Cities across India are categorized based on selected Venue Categories
    which are assumed to be indicative of market potential this is un supervised
    learning problem of clustering.

    This is intended to answer first problem of client of getting target cities
    having market potential

2) The cities are categorized based on a score which is derived from the
    presence or absence selected Venue categories.

    This is intended to answer second requirement of client to get the realistic
    picture of market he is targeting

3 Data Sources.

Four Square Location data will be the source for Venues data which will be our
Indicators of Modernity.

In order to access the Four Square Location data we have to have table giving
cities across India covering all the Bigger, Medium Sized and the smaller cities of
India selected across all the states covering entire geographic region along with
their Latitude and Longitude Locations.

This locations data has been down loaded in .csv form

https://simplemaps.com/data/in-cities

This table has been selected as it has the list of all Medium, Big and small city
locations and is representative of all regions of India