

Capstone Project – The Battle of Neighbourhoods

Introduction, Business Problem

Chennai, also known as Madras is the capital of the Indian state of Tamil Nadu. Located on the Coromandel Coast off the Bay of Bengal, it is a primary cultural, economic and educational centre of South India. According to the 2011 Indian census, it is the sixth-most populous city and fourth-most populous urban agglomeration in India. The city together with the adjoining regions constitutes the Chennai Metropolitan Area, which is the 36th-largest urban area by population in the world. Chennai has an area of 1,189 km² and a population over 8 million.

This this analysis we are going to see the feasibility of opening different cuisines of restaurants in different zones of Chennai. A zone can be treated as the equivalent of a Borough in other parts of the world. A zone contains many neighbourhoods.

This analysis will be conducted with the help of Chloropleth maps as they are easy to read and explore.

So the question that will be answered is:

- 1) Which zone in Chennai sees a high frequency of restaurants?
- 2) What is the price range of restaurants by zone?
- 3) What is the popularity of a particular cuisine by zone in Chennai?
- 4) Which Zones in Chennai have similar characteristics based on restaurants they contain?

This will help people to explore new markets for different cuisines.