



FINDING SUITABLE PLACE FOR INDIAN RESTAURANTS

Coursera Capstone Project Final

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PROBLEM STATEMENT

- As many restaurant chains are becoming international and strive to create their presence in big cities of the world.
- Hypothetically, one of the Restaurant Chain owners is willing to open a new Indian restaurant in North America, considering two cities; New York, US and Toronto, CA.

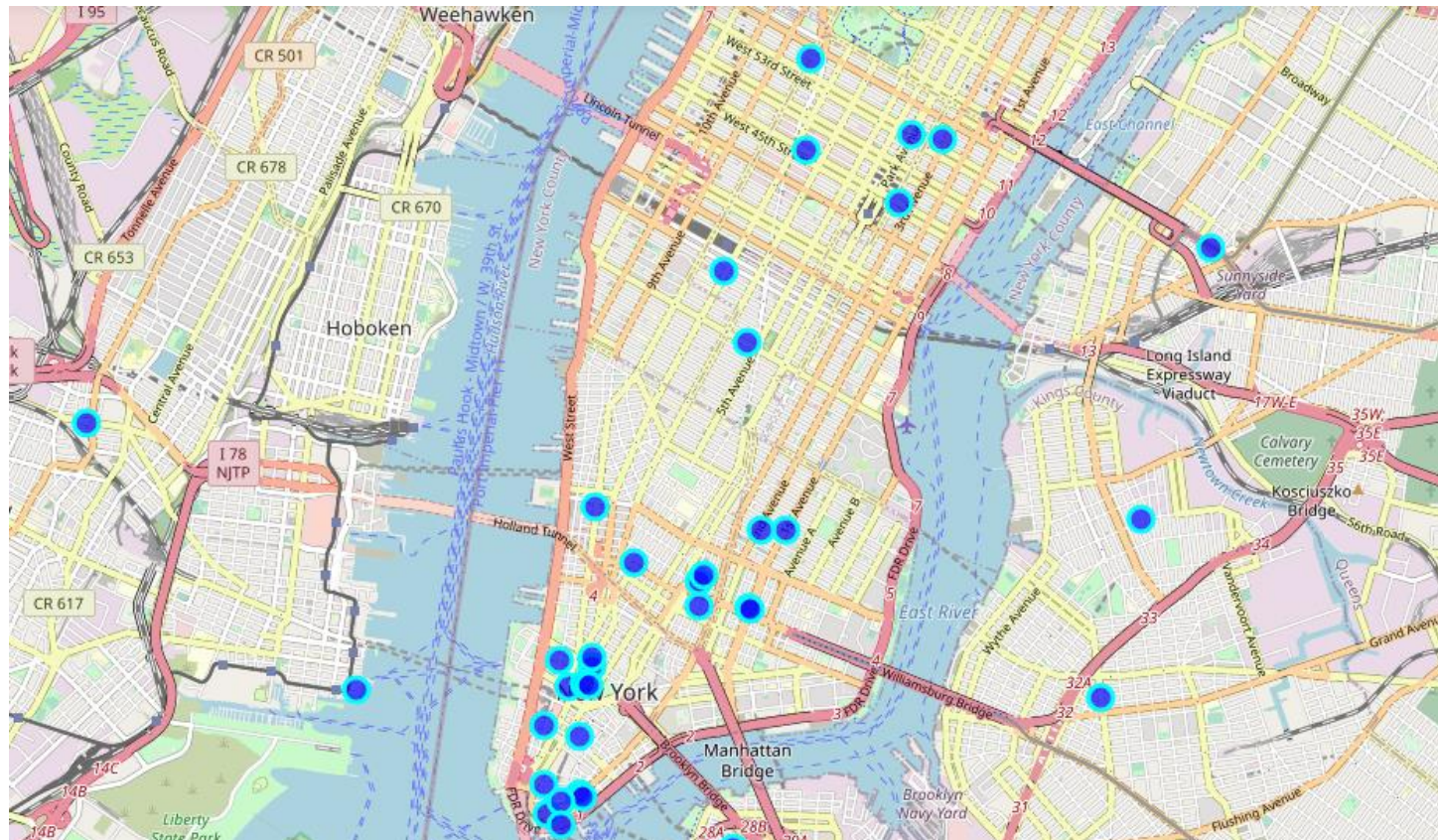
STAKEHOLDERS



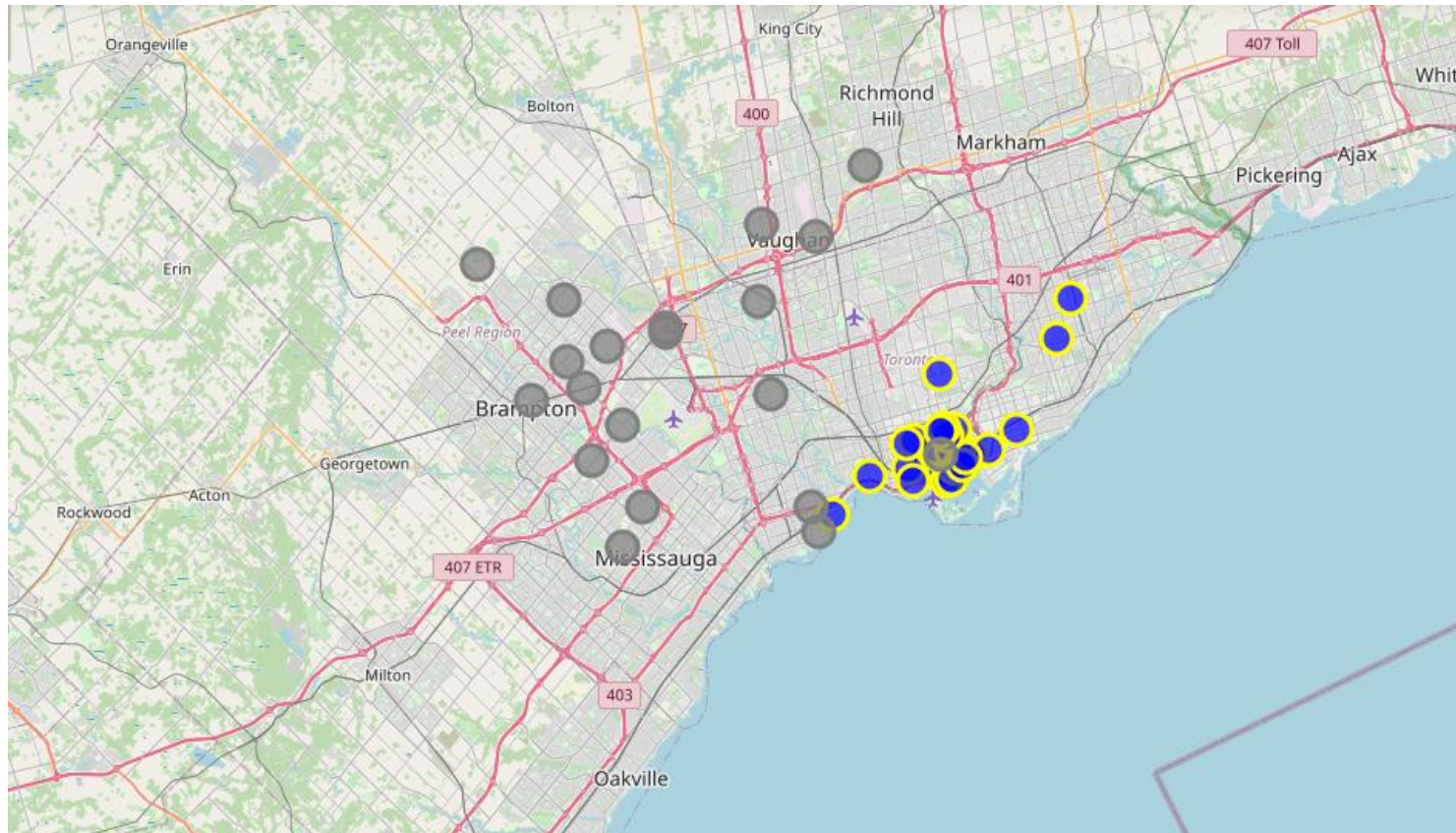
DATA METHODOLOGY

1. Data processing is done in Jupyter Notebook on the data available from Foursquare API.
2. 20 Random location file was created in excel as a csv and parsed using pandas in python.
3. Performed k-means clustering for cluster analysis
4. Reviewed various clusters based on common venues such as grocery store, coffee shop, pet store, school, theatre, etc.

NEW YORK INDIAN RESTAURANTS



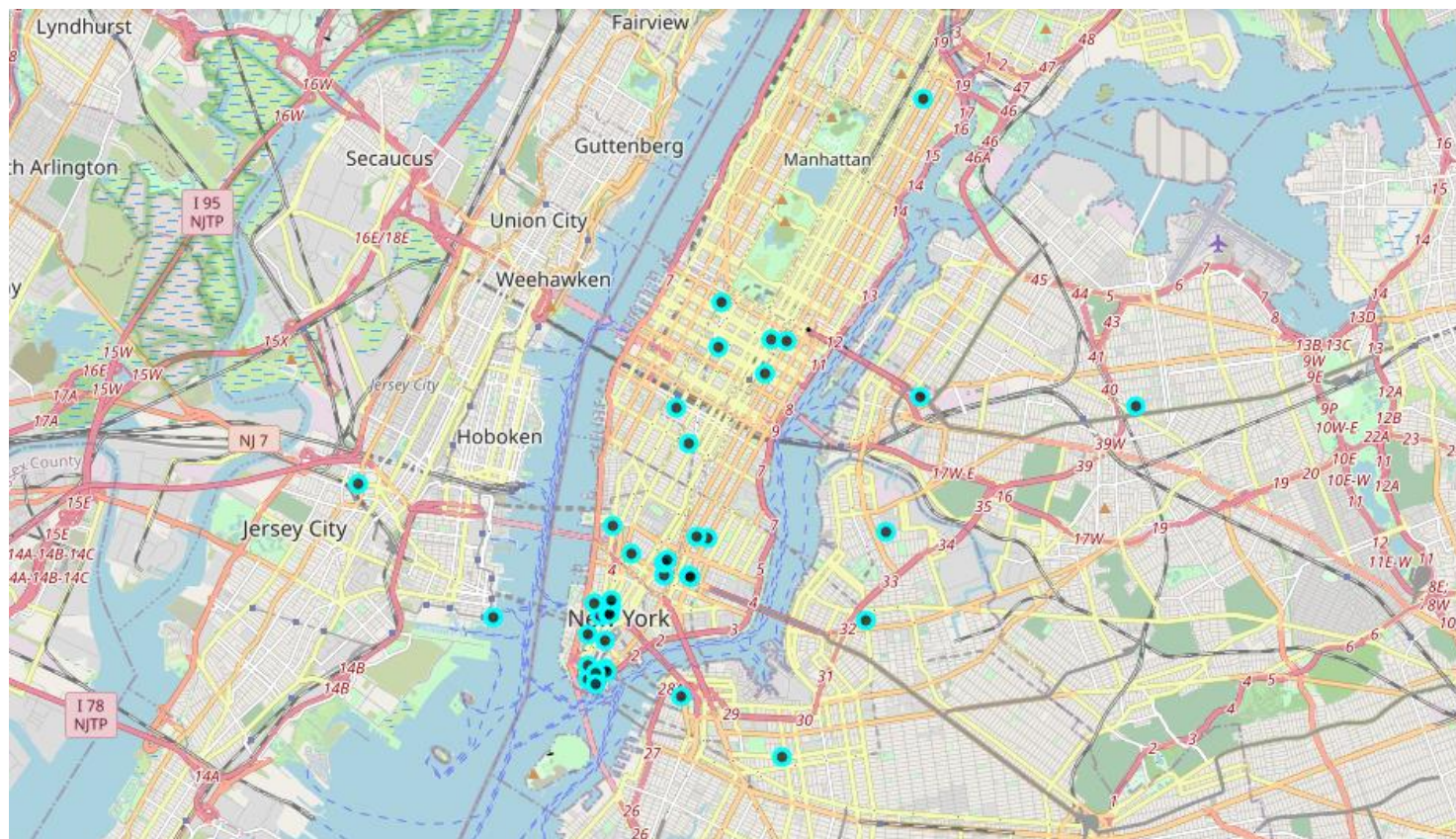
EXISTING & RANDOM INDIAN RESTAURANTS IN TORONTO



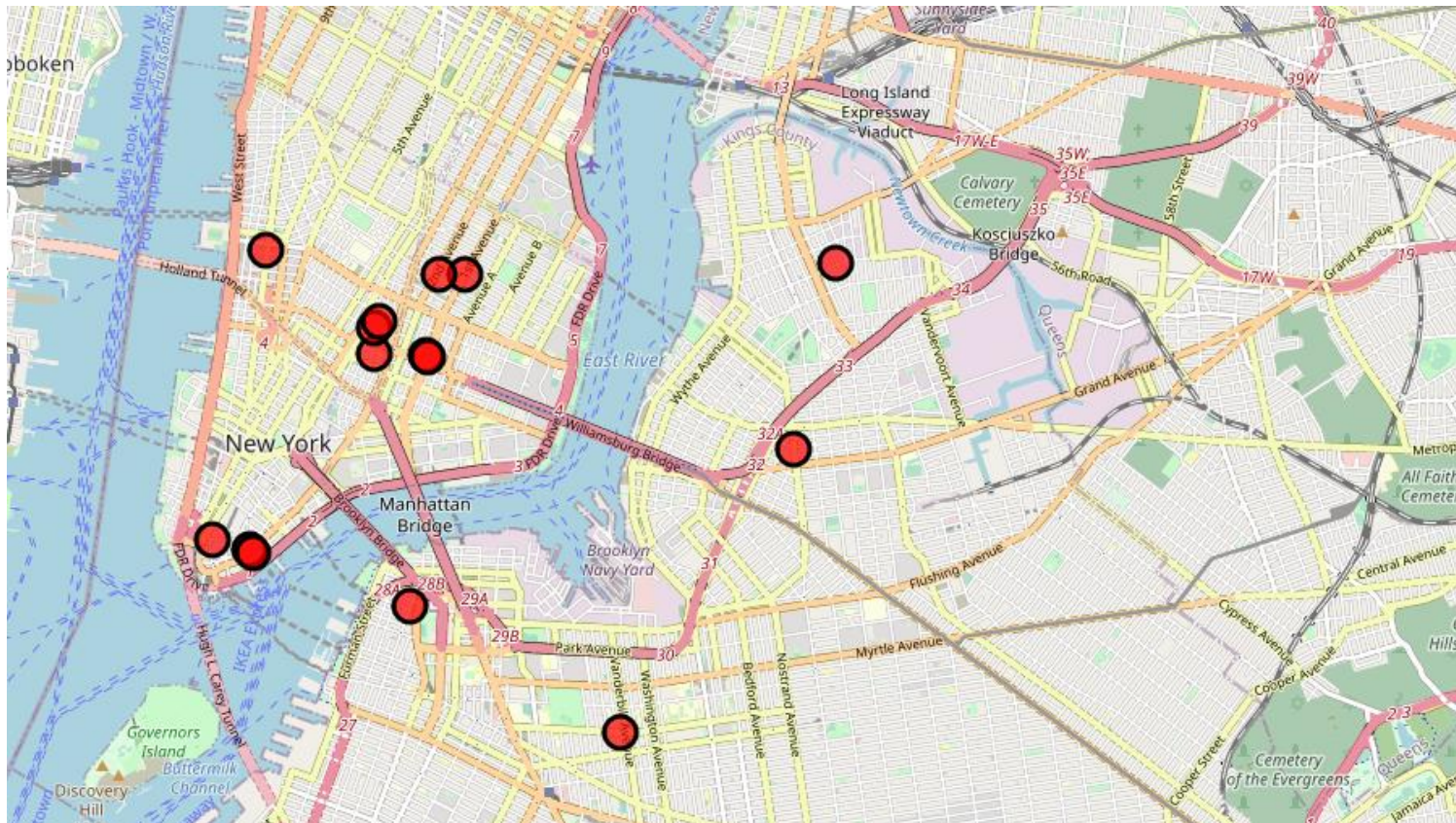
TORONTO RESTAURANT CLUSTERS



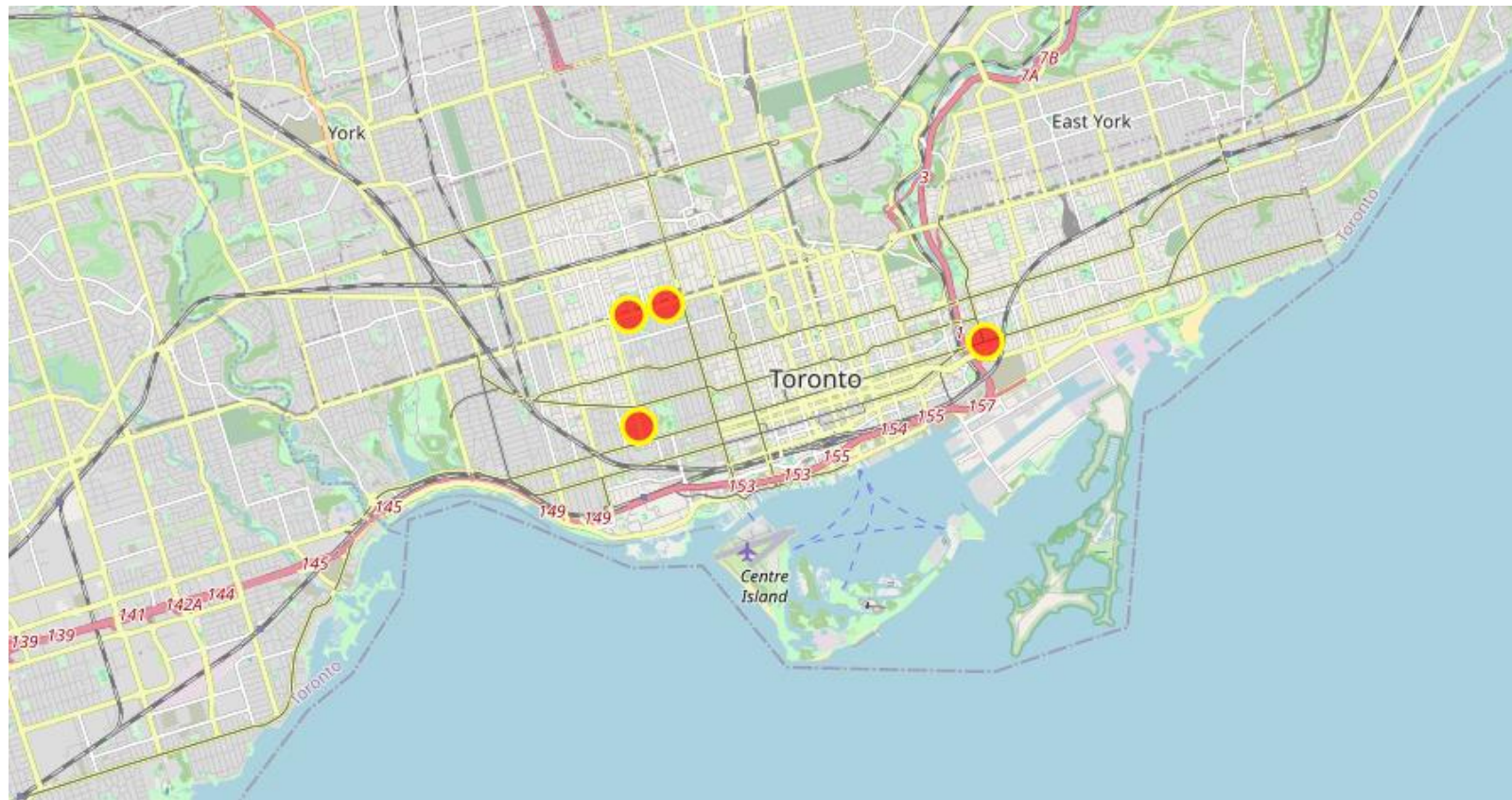
NYC RESTAURANT CLUSTERS



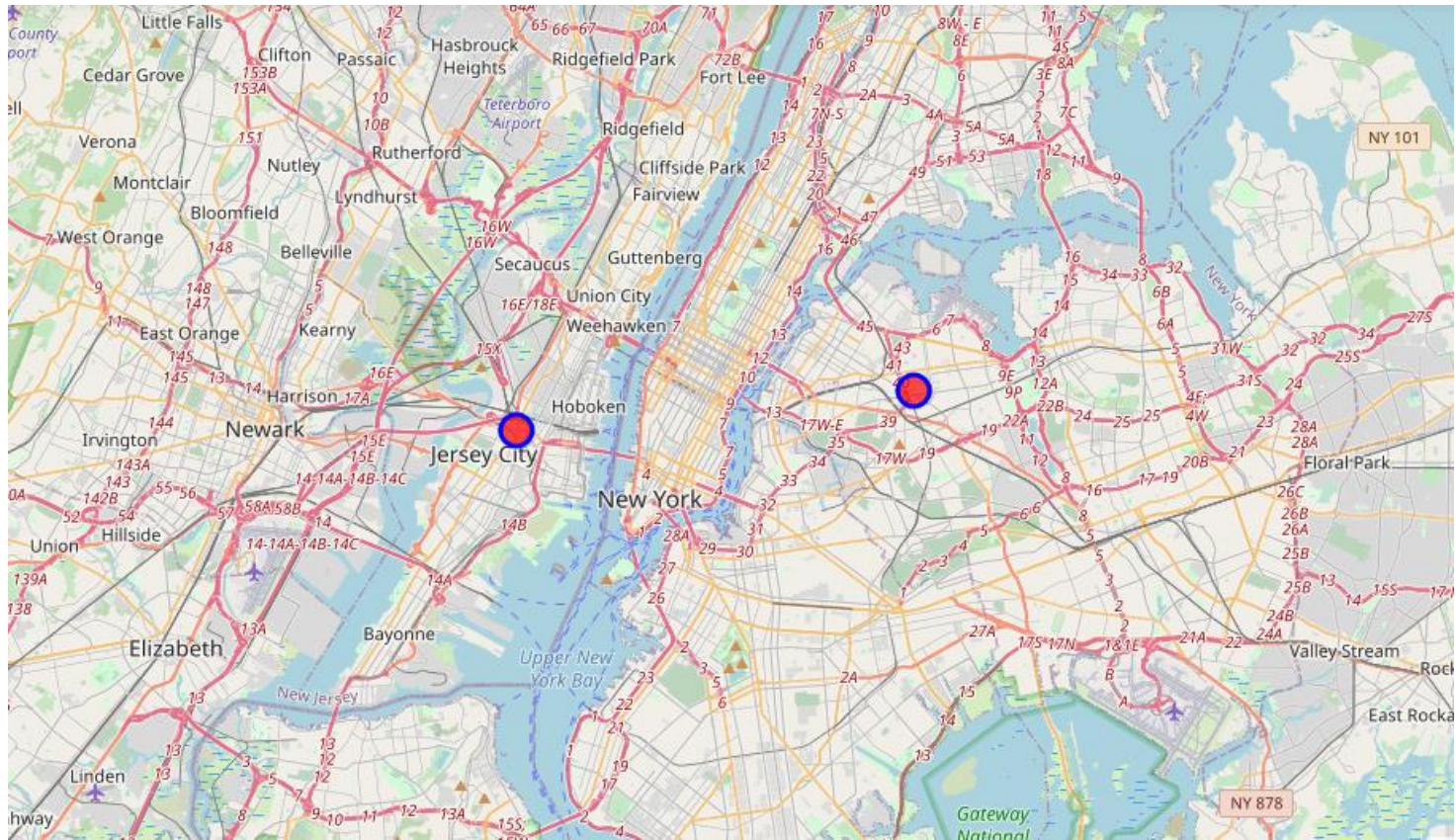
GROUPED CLUSTER 3 - NYC



GROUPED CLUSTER 3 - TORONTO



GROUPED CLUSTER 8 - NYC



CLUSTER 8 - RESULTS

	Category	City	Latitude	Longitude	Restaurant	Cluster Labels	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Most Common Venue	7th Most Common Venue
36	Indian Restaurant	Jersey City	40.735251	-74.063620	Village Indian Cuisine Jersey City 765 Newark Ave	8.0	Indian Restaurant	Grocery Store	Fast Food Restaurant	Sandwich Place	Pizza Place	Bakery	South Indian Restaurant
39	Indian Restaurant	Jackson Heights	40.748207	-73.891658	Indian Taj Jackson Heights 3723 74th St	8.0	Indian Restaurant	Food Truck	Tibetan Restaurant	Thai Restaurant	Gay Bar	Grocery Store	Coffee Shop
61	Indian Restaurant	Etobicoke	43.617585	-79.487298	Tich - Modern Indian Cuisine Etobicoke 2314 la...	8.0	Indian Restaurant	Breakfast Spot	Pet Store	Sushi Restaurant	Beer Store	Café	Light Rail Station
70	Indian Restaurant	Toronto	43.756042	-79.276276	Karaiyadi Chettinad South Indian Restaurant To...	8.0	Indian Restaurant	Chinese Restaurant	Light Rail Station	Gym	Electronics Store	Coffee Shop	Pet Store
77	Indian Restaurant	Toronto	43.672086	-79.323403	Indian Rasoi Toronto 1437 Gerrard St East	8.0	Indian Restaurant	Café	Grocery Store	Sandwich Place	Tibetan Restaurant	Theater	Egyptian Restaurant

CONCLUSION

- Locations of two exiting Indian restaurants in NYC are good. Another existing restaurant has geographical location that does not correlate with Toronto location of Indian restaurants.
- Found good geographical coordinates to open new Indian restaurant in Toronto.
- Detailed list can be viewed in the Jupyter Notebook file, and previous slide.



THANKS

