

OPENING A THAI RESTAURANT IN COLOMBO, SRI LANKA

CAPSTONE PROJECT - THE BATTLE OF NEIGHBORHOODS



PREDICTING SUITABLE LOCATION FOR THAI RESTAURANT

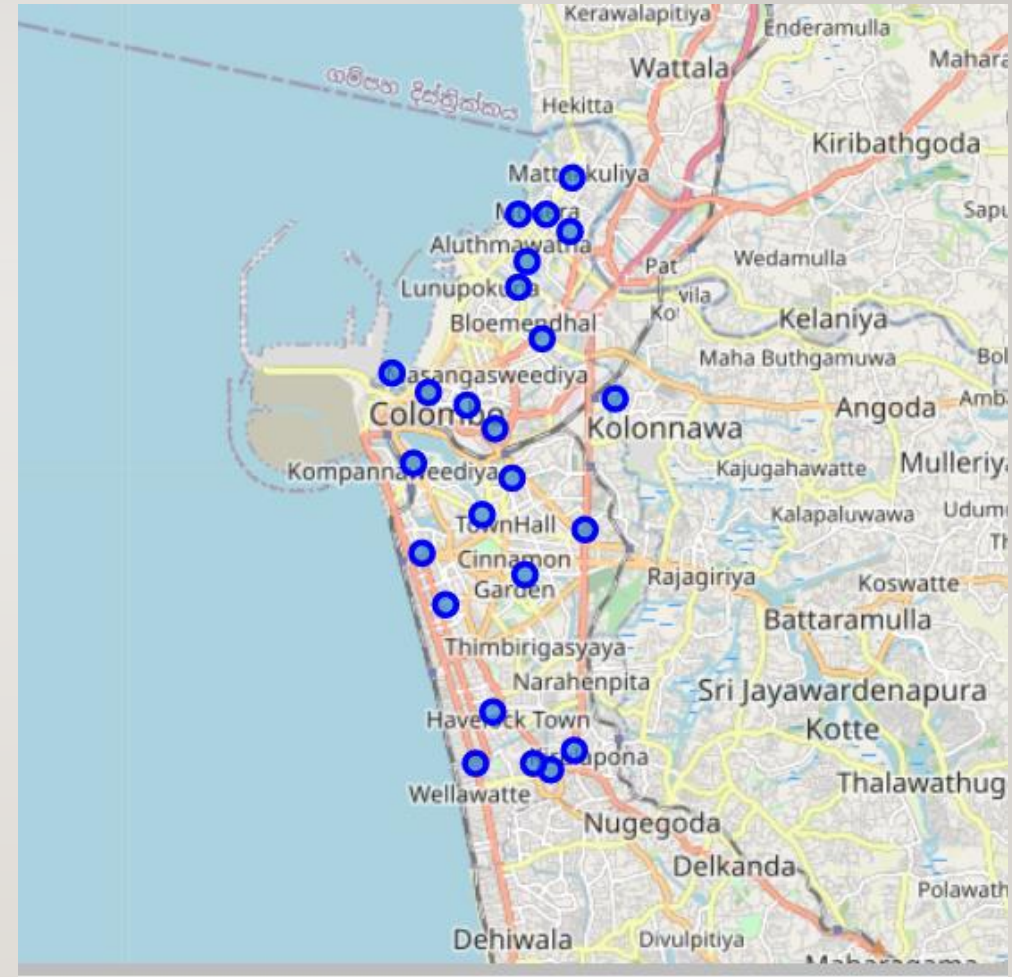
- Colombo city carrying 1.8-1.9 million people on a daily basis.
- Due to this increase in population, there is a good demand for food and new opportunities are opening for food related businesses in the city of Colombo.
- This may helpful to investor who wants to open a Thai restaurant in Colombo City and where they can put it.



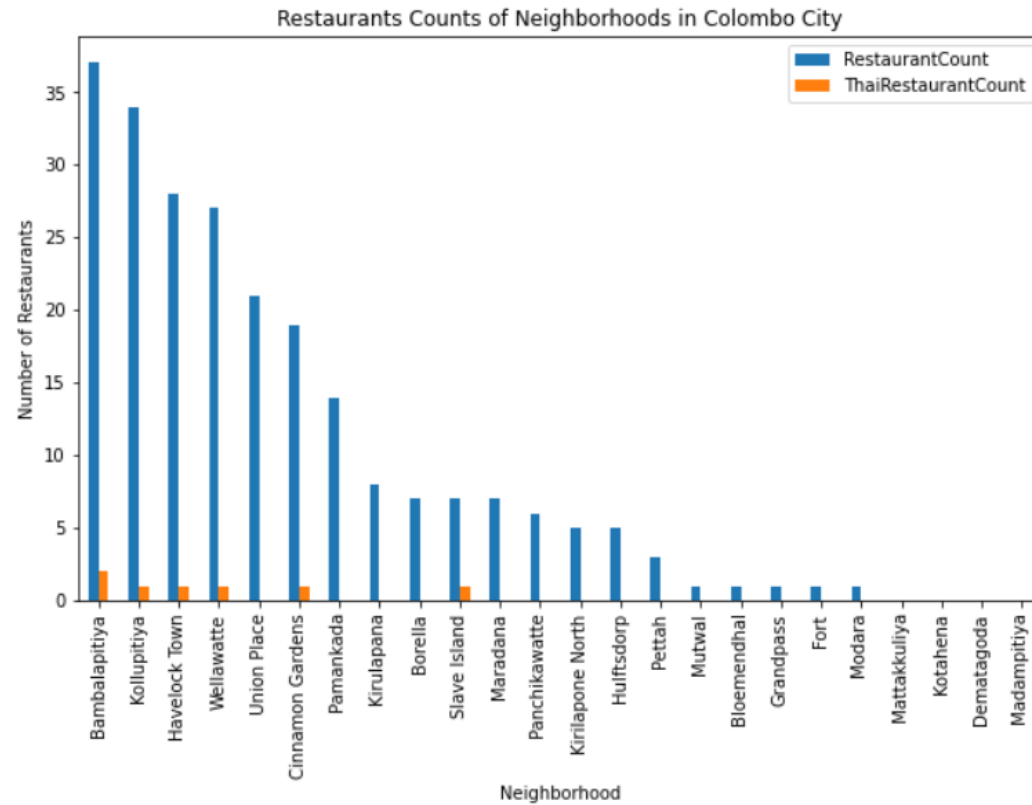
SOURCE OF DATA

- Neighborhood data of Colombo city from Wikipedia.
- Python geocoder library to get geographical coordinates of neighborhoods.
- Foursquare API venues explore method to get the venues of given neighborhoods of Bucharest.

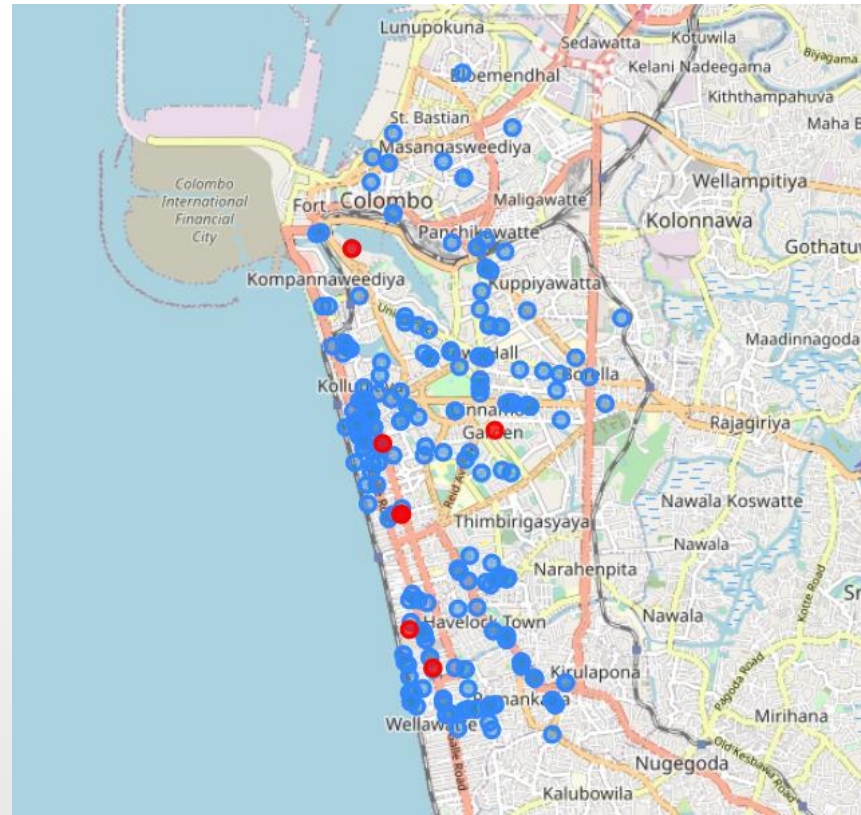
COLOMBO CITY GEOGRAPHICAL STRUCTURE



RESTAURANTS AND THAI RESTAURANTS DISTRIBUTION IN COLOMBO CITY



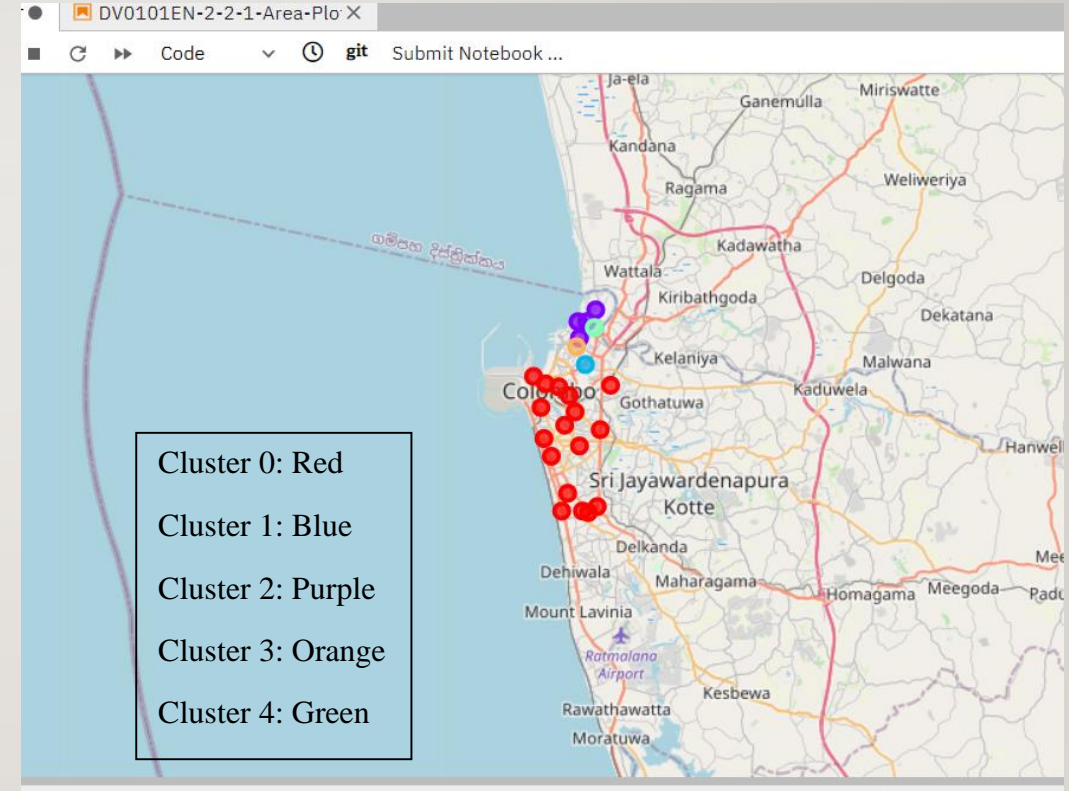
RESTAURANTS DISTRIBUTION IN THE COLOMBO CITY (RED DOTS – THAI RES.)



CLUSTER DISTRIBUTION

According to cluster segmentation, following venues are common for the each cluster,

- Cluster 0: Asian Restaurants, Restaurants, offices, Coffee Shops
- Cluster 1: Bakery, Beach, Cricket Ground,
- Cluster 2: Stadium, Volleyball Court
- Cluster 3: Bakery
- Cluster 4: Sports Bar, Play Ground



LOCATIONS SUITS FOR THAI RESTAURANT

- **Union Place** and **Pamankada** - number of restaurants more than 10, not available of Thai Restaurants and cluster 0,
- **Madampitiya** - neighborhood suffers from restaurants and among cluster 1,2,3 and 4, this area locates in middle of the clusters.
- **Dematagoda** - no restaurants in the that area, included in cluster 0 which has the people prefer Asian foods and the North East part of the Colombo city.
- **Borella** - no Thai restaurants in the that area, included in cluster 0 which has the people prefer Asian foods and the East part of the Colombo city.