RECOMMENDATION TO START NEW RESTAURANT BUSINESS IN GOA

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## I. Introduction

### A. DESCRIPTION & DISUCSSION OF THE BACKGROUND

Goa is a state in western India with coastlines stretching along the Arabian Sea. Its long history as a Portuguese colony prior to 1961 is evident in its preserved 17th-century churches and the area’s tropical spice plantations.

The state of Goa, in India, is famous for its beaches and places of worship, and tourism is its primary industry. Tourism is generally focused on the coastal areas of Goa, with decreased tourist activity inland. Foreign tourists, mostly from Europe, arrive in Goa in winter, whilst the summer and monsoon seasons see many Indian tourists.

In recent years the restaurant industry in the Goa has undergone a period of growth. Considering Goa's diversity and ethnicity it is evident that starting a restaurant business is a good alternative. This article can serve as one of the guides to start a restaurant business based on a particular cuisine like Indian, Italian, Chinese, etc., by providing a specific location. The number of restaurants in a specific location categorized based on cuisine and population distribution based on ethnicity and culture are some of the features considered for analysis.

### B. PROBLEM DESCRIPTION

A restaurant is a business which prepares and serves food and drink to customers in return for money, either paid before the meal, after the meal or with an open account. Goa is famous for its excellent cuisine. Its food culture includes an array of international cuisines influenced by the city’s tourism history.

So, it is evident that to survive in such competitive market it is very important to strategically plan. Various factors need to be studied in order to decide on location such as;

1. Goa Population and demographics
2. Who are the competitors in that location?
3. Cuisine served / Menu of the competitors
4. Are there any venues like Tourist attractions, Entertainment zones, Parks etc., nearby where floating population is high?
5. Segmentation of the Talukas

And the list goes on…

Even though well-funded restaurant Company needs to choose the correct location to start its first venture. If this is successful, they can replicate the same in other locations. First move is very important, thereby choice of location is very important.

### OBJECTIVE

The objective is to locate and recommend to the management which neighborhood of Goa will be best choice to start a restaurant based on cuisine. The management also expects to understand the rationale of the recommendations made.

### SUCCESS CRITERIA

The success criteria of the project will be a good recommendation of neighborhood choice to Company based on lack of such restaurants considering cuisine as a factor in that location.

## II. Data

To build a recommendation model, following datasets and information are considered for analysis;

1. Scrapped Wikipedia using BeautifulSoup, to extract information about 12 [Talukas](https://en.wikipedia.org/wiki/List_of_cities_and_towns_in_Goa) for detailed analysis.
2. I used Foursquare API to get information about available restaurants for a given city and Taluka in Goa. The API also provided information about restaurant styles based on cuisine.
3. Employed data provided by the Government of Goa from www.goa.[gov](http://www.goa.gov.in).in to get more insights about Talukas of Goa. The data provided knowledge about the population density, employment and many more.