**Introduction**

Chennai is one of the metropolitan cities in the southern part of India and is the capital of the state of Tamil Nadu. Located on the Coromandel Coast off the Bay of Bengal, it is the biggest 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. In such a diverse city, there is always scope for starting a restaurant business.

In Chennai, there are a few neighbourhoods which are already saturated with a lot of Indian restaurants. If a person establishes an Indian restaurant in one of these neighbourhood, he may have an issue in terms of the competition and that too from big players.

The big question here is where should one look at starting an Indian restaurant in Chennai? How does one determine which neighbourhood to go for?

In this particular project, I will talk further about the different parameters I would consider before choosing the location and the type of restaurant I would go for.

**Data sources and way forward**

In order to come to a conclusion about the neighbourhood, I have collected the latitude and longitude data of 100 neighbourhoods in Chennai. I have pulled up data of the places in the radius 500 meters from these neighbourhoods from Foursquare.

My plan is to work around this data, use the k-means clustering method to determine neighbourhoods which have similar characteristics as the other.

I would also look at manipulating the data in such a way that I get the top 10 most common venues in these neighbourhoods. Once I get to this point, I will be able to find out the clusters which already have a good number of Indian restaurants and the ones that lack Indian restaurants. The final decision of selection of the cluster/neighbourhood will not just depend on just the above parameter but others as well. For example, if a neighbourhood has a railway station, bus station, airport or a tourist location, then I would give a higher ranking for that neighbourhood for starting a restaurant as the customer base is huge and demand may be left untapped.

**Data sources:**

1. <https://chennaiiq.com/chennai/latitude_longitude_areas.asp>
2. <https://foursquare.com/>