

Opening a New Restaurant in the Capital City of India-Delhi

Introduction: Business Problem

Delhi is a city known for the quality and taste of food available. People often go out for food walks through the city hitting multiple food spots throughout the day. Stakeholders who are looking to invest and open a new restaurant in the city are facing a new challenge: finding a location where the restaurant market is not saturated in order to boost the chances of being a go-to restaurant for people passing by or those who live in the surrounding areas. Being a hit rests on the experience the restaurant provides.

In this project I will try to suggest optimal locations in terms of competition survivability to open a new restaurant in Delhi. I will use the algorithms and powers of Data Science and list the top location options and their alternatives. I will make suggestions based on the number of restaurants open in neighbourhoods in the city and will try to minimize the competition from existing established restaurants.

Data

For this project we need the following data:

- Delhi data that contains Borough, Neighbourhoods.
 - ◆ Data Source: https://en.wikipedia.org/wiki/Neighbourhoods_of_Delhi
 - ◆ Description: The Wikipedia page contains the required information. I will scrap the website to explore various neighbourhoods in the city of Delhi.
- Restaurants in each Neighbourhood of Delhi.
 - ◆ Data Source: FourSquare API
 - ◆ Description: We can use this API to get details of Restaurants in each Neighbourhood of Delhi.
- GeoSpace Data.
 - ◆ Data Source: https://www.kaggle.com/shaswatd673/delhi-neighborhood-data?select=restaurant_dataSet.csv
 - ◆ Description: The data required is assembled and available on Kaggle on the link above. This dataset contains venue details like latitude and longitude for each of the venues in FourSquare results.