

# Coursera Capstone Project

## The Battle of Neighborhoods

### Opening a Restaurant in Mumbai, India

By: Bhaskar Sahoo



Photo source: <https://www.maakan.com/>

#### Introduction

Most people love to eat out. Eating out is fun and pleasure and also sometimes is a symbol of status. Moreover, it is helpful for people who work away of home and tourists. Hence, opening a restaurant is always a profitable venture.

Mumbai is second most populous city in India and the seventh most populous city in the world with a population of almost 20 million. It is the financial and commercial capital of the country and a well-developed city. It has a lot of business opportunities and opening restaurant is one among them. As there are already so many restaurants in the city, opening a new one requires lot of strategies and planning. Particularly, the location of the restaurant is the most important decision as it will determine the success/failure of the business venture.

## **Business Problem**

The business owner needs to review and then select the locality to where open the restaurant. So that returns will be sustainably reasonable. The objective of this project to analyze and select the best locations in the Mumbai neighbourhood to open a restaurant. For this analysis, Data science methodology and machine learning techniques were used.

## **Target Audience**

This project will particularly be very useful for the aspiring small business owners who are looking for opening a new business venture in Mumbai, India. Moreover, it will also be very helpful for the locals who can enjoy a meal in the newly opened restaurant.

## **Data Sources**

The data required for this project was collected from the Wikipedia page using the web scarping techniques [https://en.wikipedia.org/wiki/List\\_of\\_neighbourhoods\\_in\\_Mumbai](https://en.wikipedia.org/wiki/List_of_neighbourhoods_in_Mumbai) . The following are required to analyze the data.

- List of all the neighbourhoods in Bangalore
- Latitude and Longitude of the neighbourhoods
- Venue data (for Clustering)