

# Coursera Capstone Project

## The Battle of Neighborhoods

### Opening a Restaurant in Mumbai, India

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

## Introduction

Restaurants are places for spending quality family time outside home and often provide escape from grinding household chores. The number of working people have increased in recent years and so has the demand for good restaurants. Eating out is fun and exploring different cuisines is exciting. From an economic point of view, restaurant business is a major service industry providing employment to many people at various levels. Moreover, this business support other sectors such as tourism, where it caters to the taste of tourists in a place outside their home country. Restaurant business one of the most profitable ventures in the service industry.

Mumbai is second most populous city in India and the seventh most populous city in the world with a population of almost 20 million (Wikipedia). It is the financial and commercial capital of the India and have hundreds of thousands of people from all over the country. As a metropolis it provides immense business potential and restaurant business is one among them. However,

opening a new restaurant 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. Demography around the proposed location and land use (e.g. residential, industrial or official buildings, etc.) play important roles as well.

## **Business Problem**

Location and land use of the proposed location for a restaurant are instrumental in the success of a new restaurant. The business owner needs to review and select the location where there is a demand for the type of cuisine it caters. This would ensure profitable returns and subsequent success of the business. The objective of this project to analyze and select the best locations in the neighbourhood of Mumbai to open a new restaurant. Machine learning and data science methodologies will be used to this analysis in selecting a suitable restaurant location.

## **Target Audience**

This project will particularly be interest to aspiring small business owners who are looking for opportunities in the culinary industry in Mumbai. Also, being a multi-cultural hub for people from various culinary choices, this would interest workers in the food industry (e.g. chefs and food experts). Moreover, it will be useful for the local populace to whom the business would cater their needs.

## **Data**

The data required for this project were collected from Wikipedia page ([https://en.wikipedia.org/wiki/Category:Neighbourhoods\\_in\\_Mumbai](https://en.wikipedia.org/wiki/Category:Neighbourhoods_in_Mumbai)) using web scarping techniques. The following information were required for the analysis.

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