IBM Applied Data Science Capstone

Predicting the Best Location to Open a New Indian Restaurant in New Delhi, India

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Introduction

For many food lovers, Indian Restaurants are a great way to relax and enjoy not only during weekends and holidays but also during weekdays. Indian Restaurants are like a one-stop destination for family gatherings. Most of the people in Delhi prefer Dumdar Indian Food to Western Foods. For retailers, the central location and the large crowd at the Restaurant provides a great distribution channel to market their products and services. Property developers are also taking advantage of this trend to build more Restaurants to cater to the demand. As a result, there are many Restaurants in the city of New Delhi and many more are being built. Opening Restaurants allows property developers to earn consistent rental income. Of course, as with any business decision, opening a new Restaurant requires serious consideration and is a lot more complicated than it seems. Particularly, the location of the Restaurant is one of the most important decisions that will determine whether it will be a success or a failure.

Business Problem

The objective of this capstone project is to analyze and select the best locations in the city of New Delhi, India to open a new Restaurant. Using data science methodology and machine learning techniques like clustering, this project aims to provide solutions to answer the business question: In the city of New Delhi, India, if a property developer is looking to open a new Restaurant, where would you recommend that they open it?