

# **Business Problem**

## **Restaurant Location Analysis in Delhi-NCR**

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### **Background**

A business in food is seldom a failure, especially in a country like India, where food is a religion. People in Delhi are fond of food and love to try different cuisines or restaurants; this is why on every street of Delhi, one can find a restaurant or a street-food vendor. There are already many restaurants in the region, but still a new restaurant with a different style, theme or cuisine opens up every month and people rush to try it out. As a restaurant owner, it is important to identify a suitable location to open a restaurant to maintain the customers and ensure profitability. An ideal location can ensure visibility of the restaurant, which is important to attract customers, and helps in maintaining the supply for the raw materials. For example, a place where people go often will be better than the place where the footfall is lesser.

### **Problem**

To identify a suitable location for a restaurant, it is important to have information on the places available, cuisines and type of restaurants. Using data related to these parameters, the project aims to find suitable locations for a restaurant, what type of restaurant will be better at these locations and cuisines that the restaurant can provide.

### **Interest**

The analysis is of interest to restaurant chains and restaurant owners who want to open a new restaurant in Delhi-NCR and aim to identify suitable location and what type of restaurant will work for the location.

Through this project, the following questions will be answered –

1. What are popular cuisines in Delhi-NCR?
2. What are the locations with high footfalls?
3. What are the locations with highly rated restaurants?
4. Is there any impact of cost on ratings?
5. Do more number of highlights (features) attract more number of customers?

After clustering locations on type of restaurants, in the densely populated cluster -

1. What are the densely populated locations of this densely populated cluster?
2. What type of restaurants are mostly present in the identified locations?