

IBM APPLIED DATA SCIENCE CAPSTONE

OPENING A CAFÉ IN DELHI, INDIA

BY: HRITHIK SHUKLA

JUNE 2020



INTRODUCTION:

Delhi is one of the major cities of India and it has one of the most vibrant varieties of café in the world. This city is famous for its food and foodies, you can say food is really important to the people of Delhi. This means the café business flourishes in this city, making it one of the most attractive destinations for restaurant franchises and entrepreneurs.

BUSINESS PROBLEM:

Delhi is a big city and has a ton of options when it comes to café places. For anyone new to the café business it will be difficult survive as there is a lot of competition in this market.

If an entrepreneur wants to open a café in Delhi at what places should he/she open his/her business so that they face the least competition. There are lots of neighborhoods in Delhi we will have to conduct analysis to see which area can be considered for opening a café. We can leverage the foursquare data by calling data of all the café situated in the specific neighborhoods.

TARGET AUDIENCE:

This will help anyone who wants to open a café in Delhi or wants to expand their franchise in Delhi. This will be beneficial to any entrepreneurs who are looking to invest in the restaurant business in Delhi. It will help them identify the best to open their business with less competition in their neighborhood.

DATA:

For solving this problem, we need the following data:

- List of the entire neighborhood in Delhi area. As the scope of this project is confined only to the Delhi region, it is the capital of India.
- We are going to need the latitude and longitude coordinates of all the neighborhoods in Delhi for plotting the map of neighborhoods.
- The list of all the cafés pertaining to the specific neighborhoods will be required to analyze the competition in the neighborhood.

SOURCES OF DATA:

The list of the neighborhood in Delhi is been obtained from the website ‘www.kaggle.com’, **Kaggle** is the world's largest data science community with powerful tools and resources to help you achieve your data science goals. On Kaggle people can find a lot of useful data sets. I even found the latitude and longitude data of the neighborhoods on Delhi on Kaggle itself.

Now coming to the venues pertaining to neighborhoods, I used the Foursquare API to call venues in the neighborhoods. **Foursquare City Guide**, commonly known as **Foursquare**, is a local search-and-discovery mobile app developed by Foursquare Labs Inc. the app provides personalized recommendations of places to go near a user's current location based on users' previous browsing history and check-in history.

Foursquare has one of the largest databases of 105+ million places and is used by over 125,000 developers.