

Business Proposal

An Analysis To Best And Worst Restaurants In Bangalore

› Analyzed by Hyojung Jung on Nov 28, 2022 from AllWomenTech in Barcelona

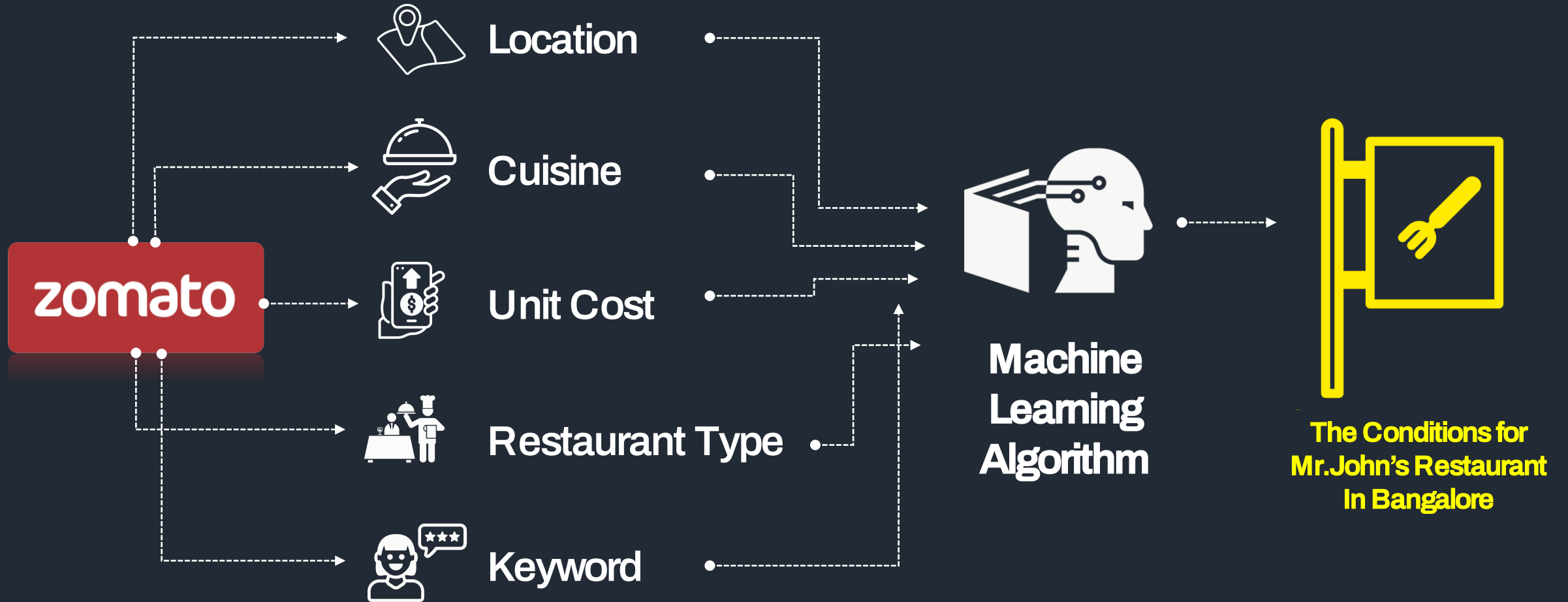
A detailed map of Bangalore, India, showing various neighborhoods and landmarks. The map is centered on the city, with labels for areas like Chikbanavara, Vidyanarayapura, AMCO Colony, Sahakara Nagar, and many others. Major roads and highways are also visible.

► Business Case

Proposing the best factors for an successful Restaurant-business in Bangalore, India

1.2K Restaurants and 130K Reviews Analysis

> Background of Market Search



► Contents

1. Overview of Restaurants in Bangalore
2. Characteristic of high Ratings Restaurants
3. A proposal to the new business for Mr. John





1. Overview of Restaurants in Bangalore

> 1. Overview of restaurants in Bangalore

Starting with 1,300 Restaurants having at least 214 votes

3.7 in average



1.0 in Minimum



5.0 in Maximum



Location	Location
Cuisine	North, South Indian food, or Chinese
Unit Cost	951 INR (per 2 persons)
Restaurant Type	Casual Dining, Quick Bites, Café etc.
Keyword	#food, #service, #chicken etc..

> 1. Overview of restaurants in Bangalore

Starting with 1,300 Restaurants having at least 214 votes

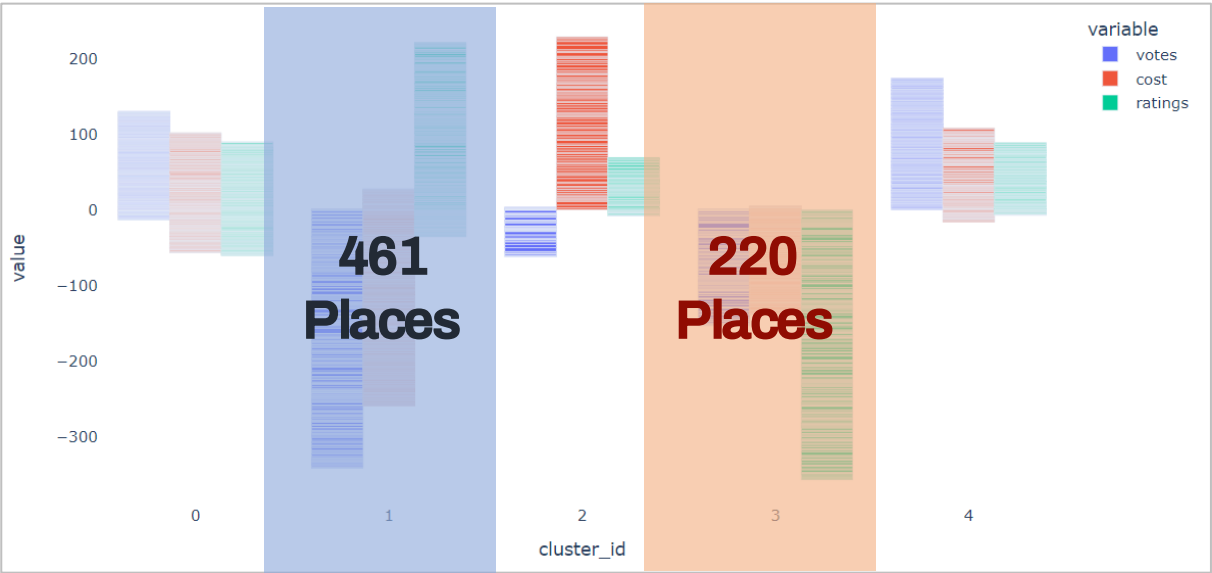
3.7 in average



1.0 in Minimum



5.0 in Maximum



High Ratings
Group (A)

Low Ratings
Group (B)



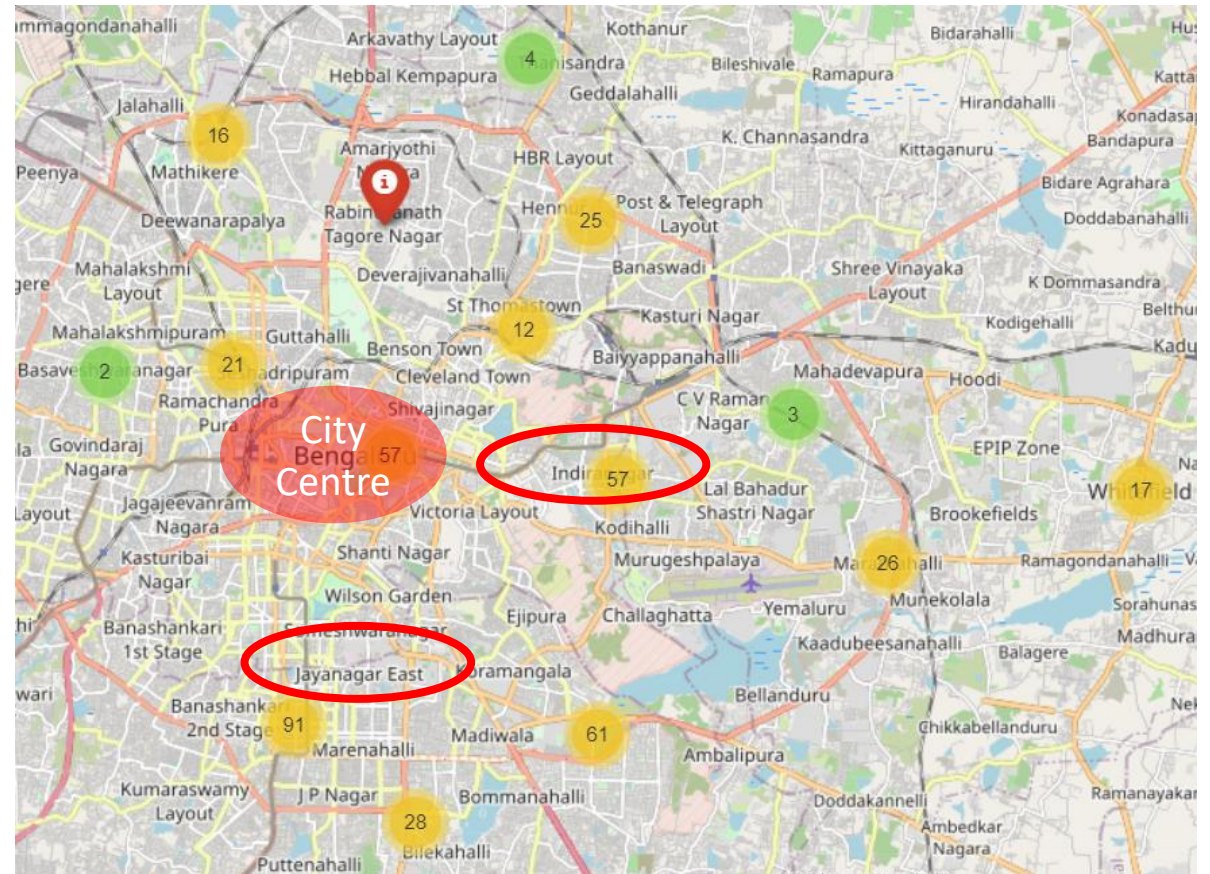
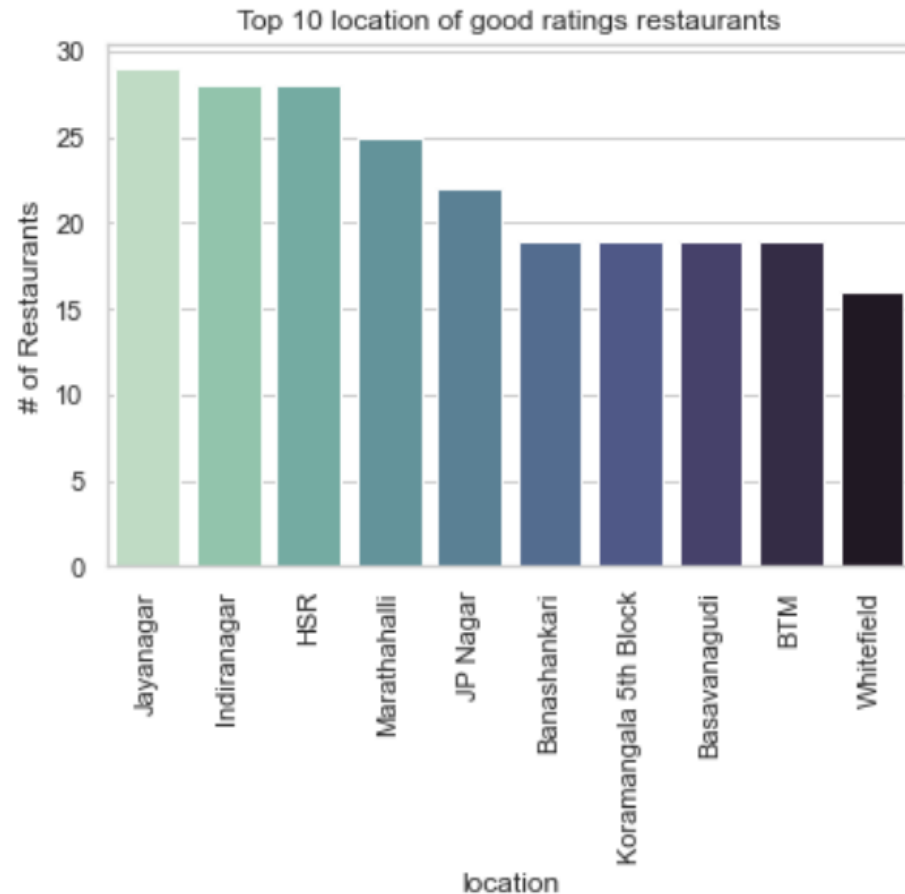
2. Characteristic of high Ratings Restaurants



Location

➤ 2. Characteristic of high Ratings Restaurants ➤ Location

The high number of places with high ratings are located out of city center



> 2. Characteristic of high Ratings Restaurants > Location

**73% of restaurants supports online-order,
which gains high rating like 3.9 scores in average in Group A**

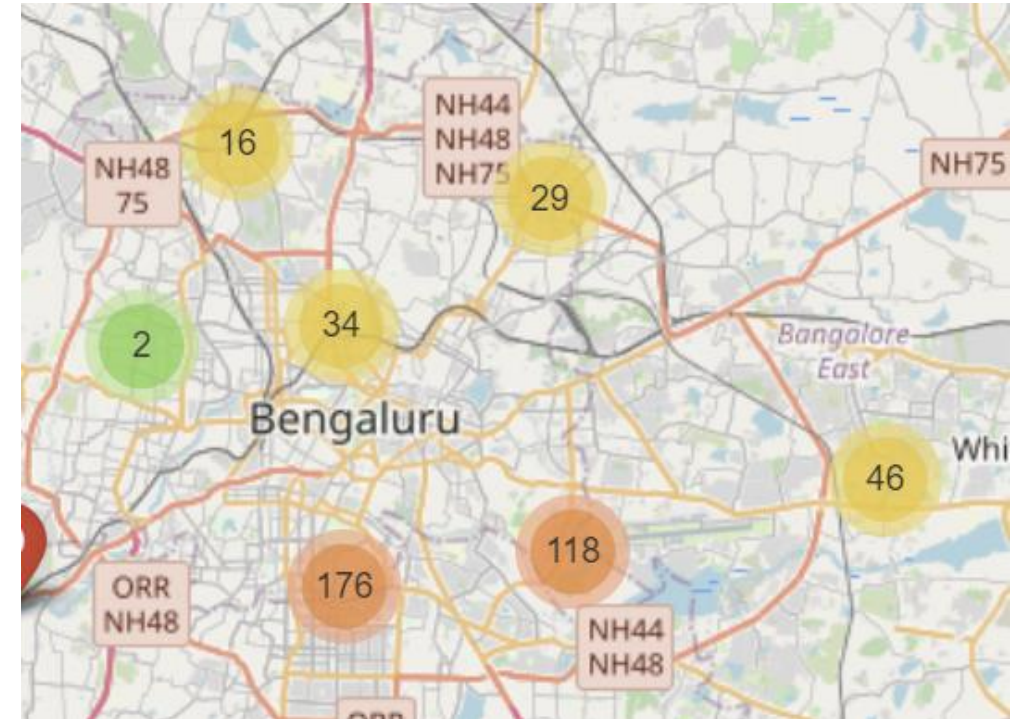
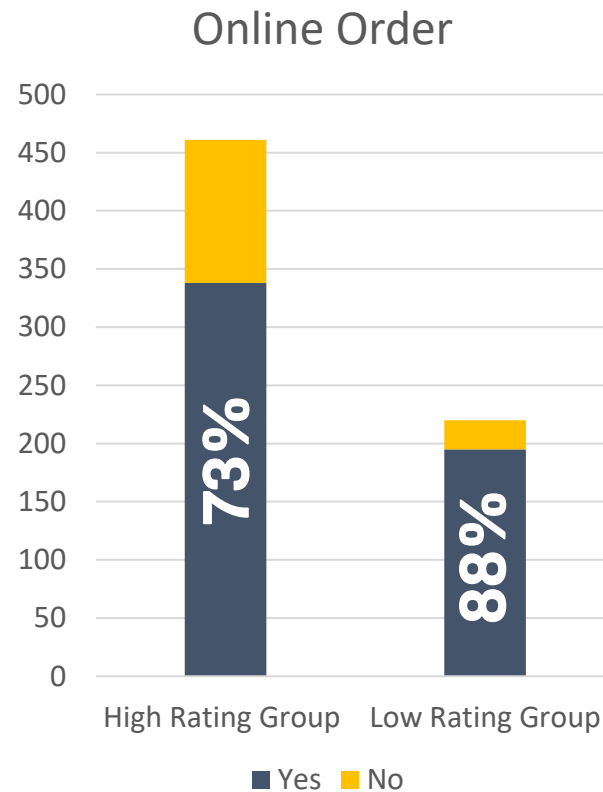
3.9 in average



3.4 in Minimum



5.0 in Maximum

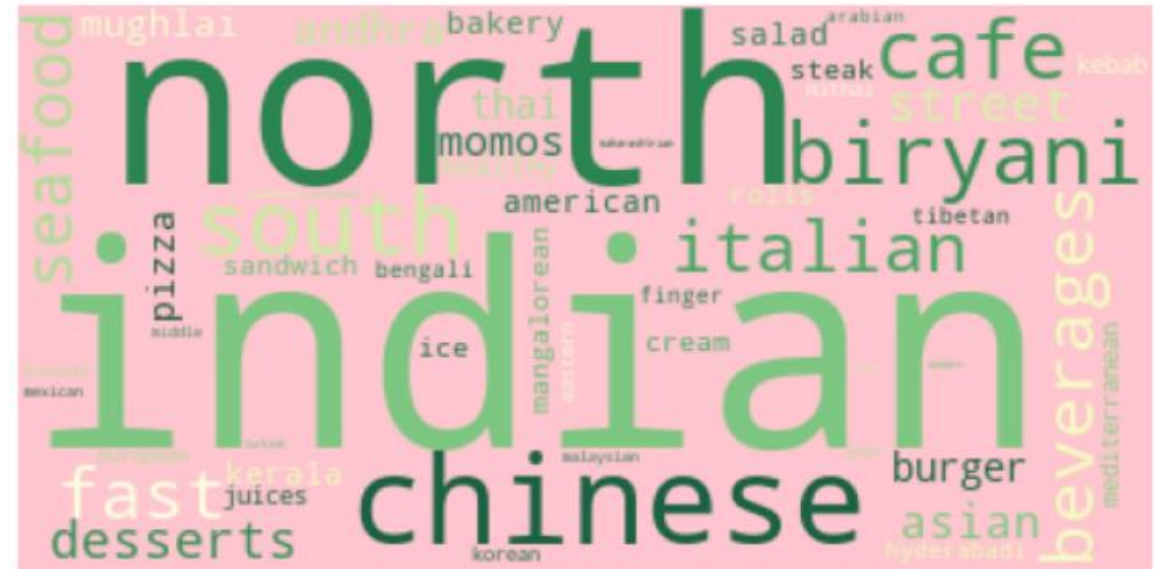
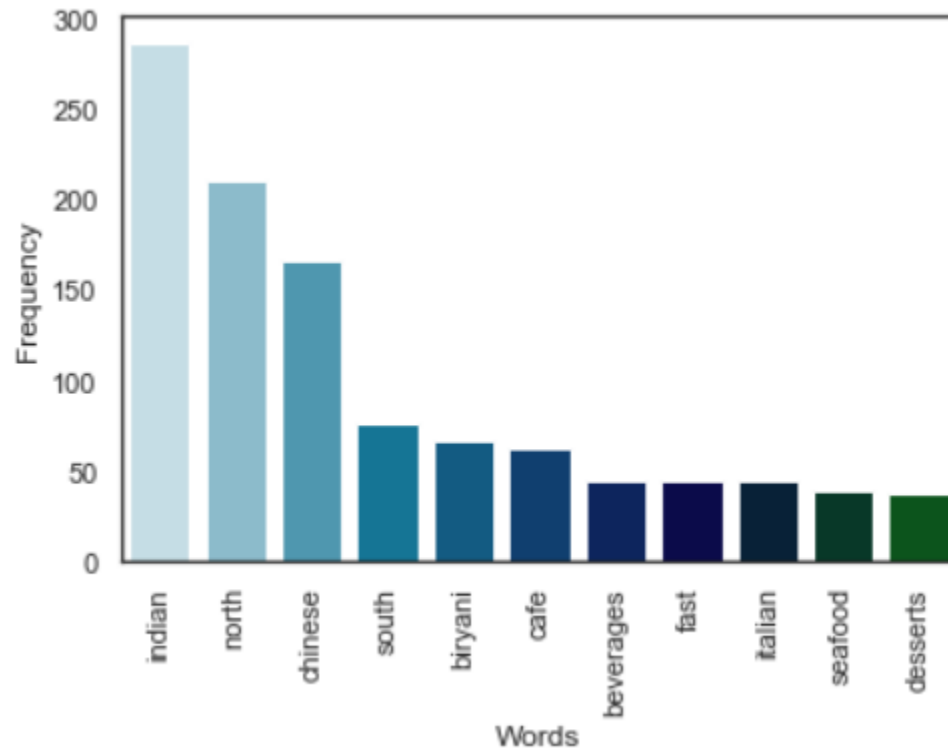




Cuisine

➤ 2. Characteristic of high Ratings Restaurants ➤ Cuisine

The most common cuisines of Group A are Indian (north, south) and Chinese. Not only Indian food also snack like café or desserts are also loved.

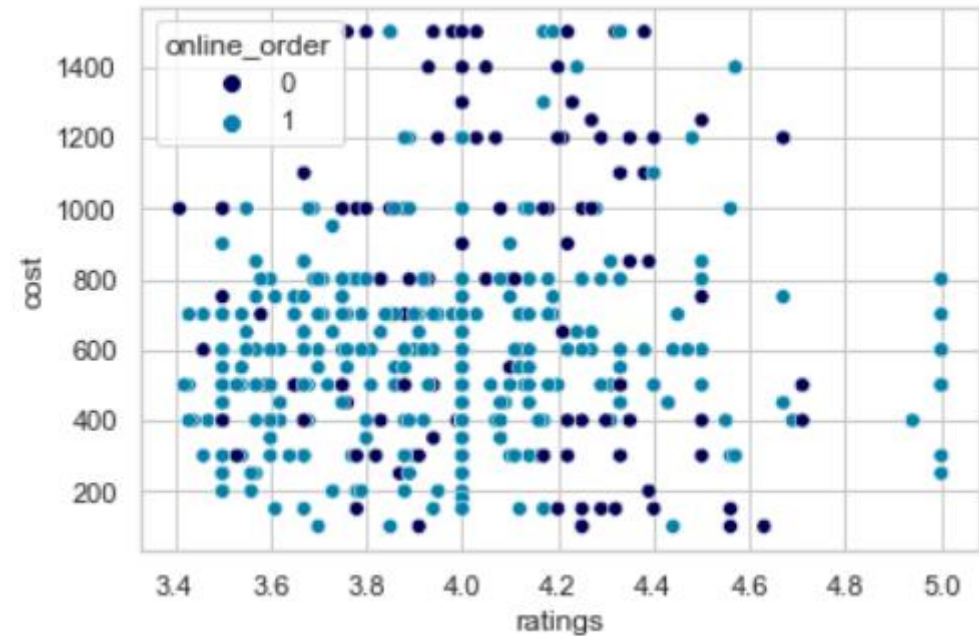
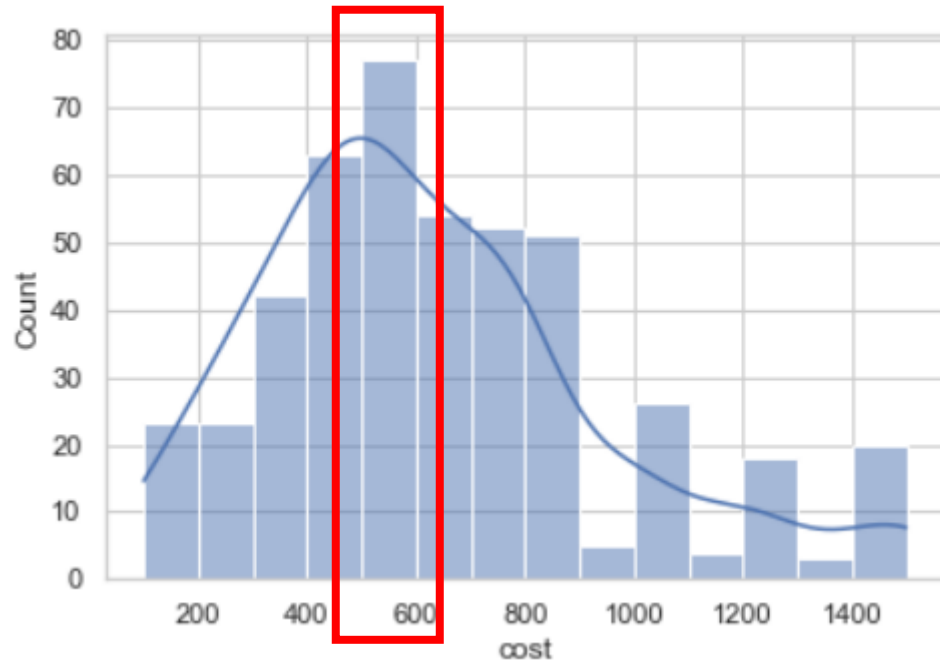




Unit Cost

➤ 2. Characteristic of high Ratings Restaurants ➤ Unit Cost (/ 2 persons)

The most accepting range of cost is 500 INR (5.8 EUR)
The higher unit cost is shown in the higher frequency in online-order



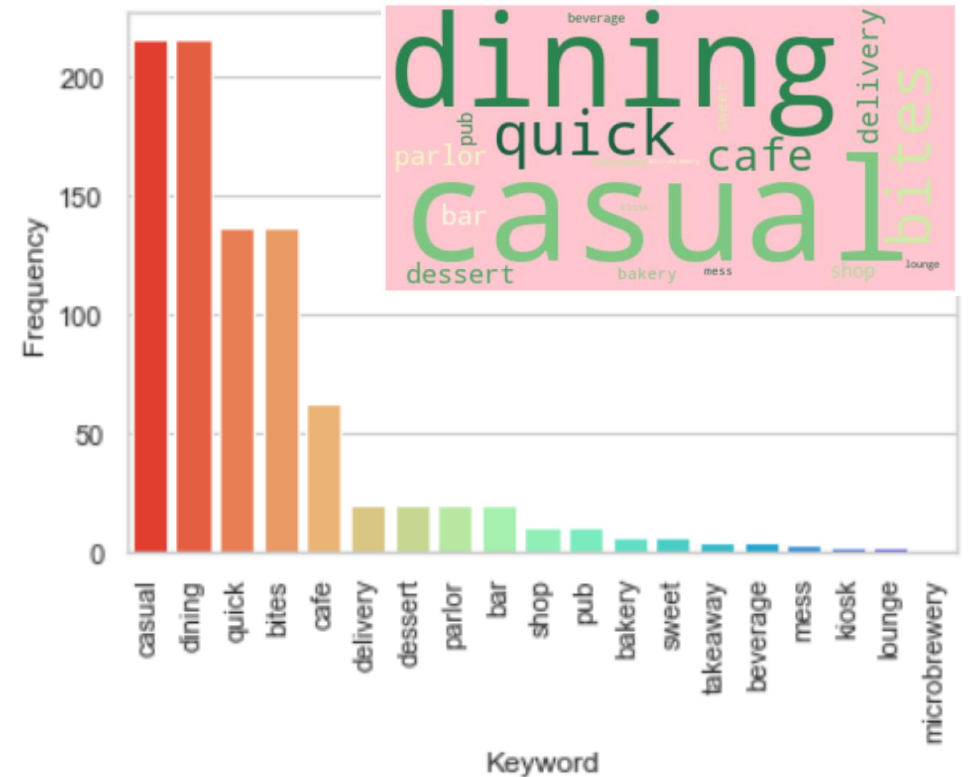
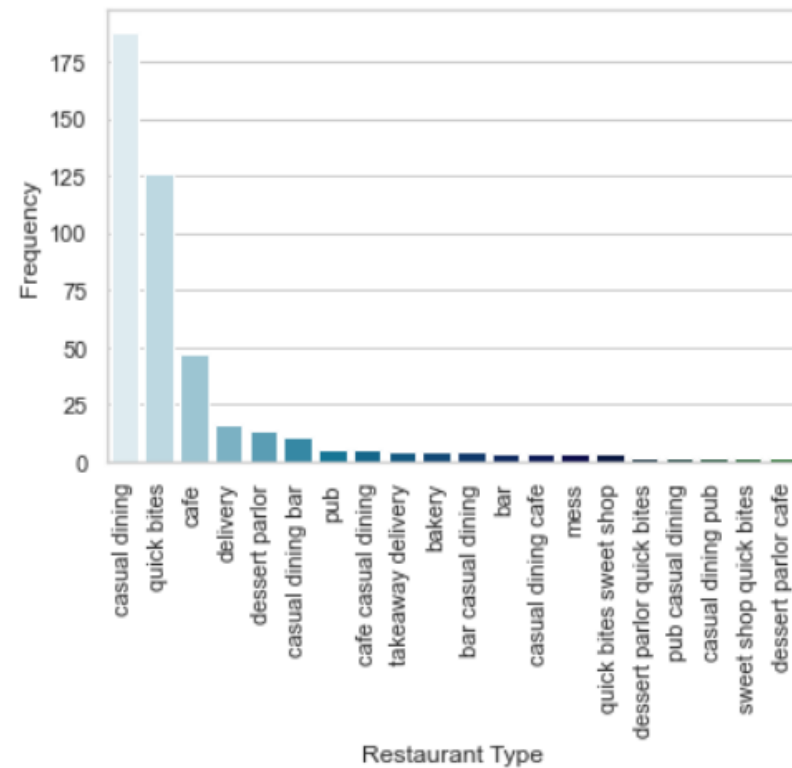


Restaurant Type

> 2. Characteristic of high Ratings Restaurants > Restaurant Type

Analyzing the Restaurant Type and its keywords, Bangalore people love casual and quick bite food

	Restaurant Type	Frequency
0	casual dining	188
1	quick bites	126
2	cafe	47
3	delivery	16
4	dessert parlor	13
5	casual dining bar	11
6	pub	5
7	cafe casual dining	5
8	takeaway delivery	4
9	bakery	4





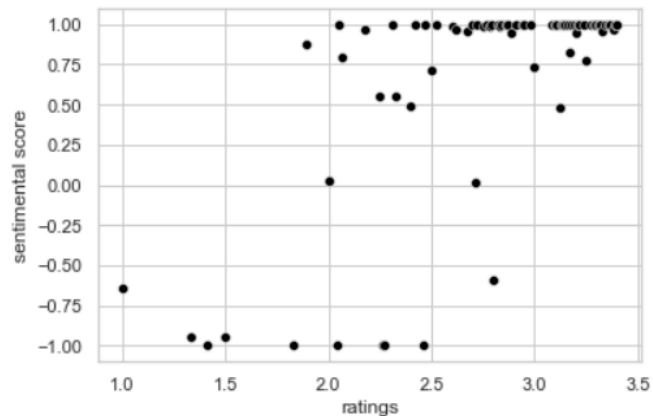
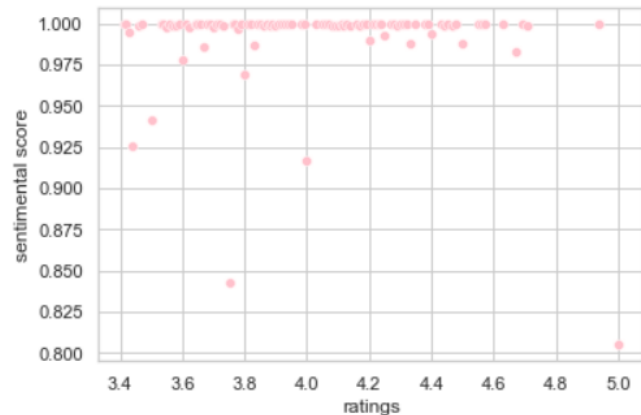
#Keyword

> 2. Characteristic of high Ratings Restaurants > #Keyword

Analyzing 130K reviews,

it is found that Food and tasty is the most important.

But also, service and most loved menu seems critical of successful business





3. A proposal to the new business for Mr. John

> The factors of the high rating restaurants



Location

Out of city center

Online-order will raise the chance to have more customer



Cuisine

South or north Indian style (biryani) are most loved cuisine.

Besides, Chinese and Dessert(café) are also popular.



Unit Cost

**400 to 500 INR is most acceptable cost for 2 persons
(4.7~5.8 EUR)**



Restaurant Type

casual ambience with quick food required



Keyword

Of course food and tasty. Also service with nice staffs are required

> 4. A proposal to the new business for Mr.John



#Indian



#Casual



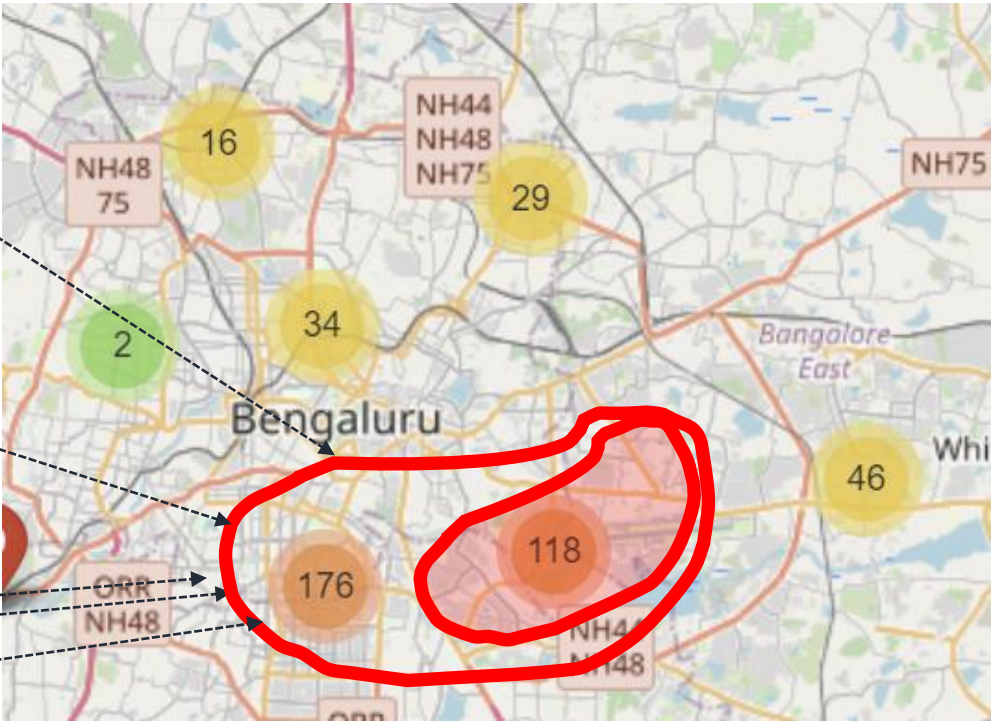
#Dessert



#Dessert



#Quick_bite_fast



**Thanks
:D**

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> https://github.com/jungyoMe/Portfolio_DataAnalysisAndML.git 