



EXPLORING THE HYDERABAD NEIGHBORHOODS

CAPSTONE PROJECT(WEEK1)

INTRODUCTION /BUSINESS PROBLEM

- Hyderabad is the capital of Indian state of Telangana.
- The City is the most populous city in Telegana. It is multicultural. It provides lot of business opportunities and business friendly environment. Hyderabad of today is buzzing with business activities. It is a global hub of business and commerce.
- The city is a major Center for banking and finance, retailing, world trade, transportation, tourism, real estate, new media, traditional media, advertising, legal services, accountancy, insurance , fashion.
- This also means that the market is highly competitive. Although you will find many restaurants in the city, still there is ample scope for new restaurants to make good money. Theme-based restaurants can be a profitable business venture in the city of Hyderabad.

PROBLEM DESCRIPTION:

- A restaurant is a business which prepares and serves food and drink to customers in return for money, either paid before the meal, after the meal, or with an open account. The Hyderabad City is famous for its excellent cuisine. It's food culture includes an array of international cuisines influenced by the city's immigrant history.
- It is famous for not just Biryani, but also for fine desserts which satisfy your cravings some of these are Khubani Ka Meetha ,Shashi Tukda , halwa etc
- So it is evident that to survive in such competitive market it is very important to strategically plan. Various factors need to be studied in order to decide on the Location such as :
 - City Population
 - City Demographics
 - Are there any Farmers Markets, Wholesale markets etc nearby so that the ingredients can be purchased fresh to maintain quality and cost
 - Are there any venues like Gyms, Entertainment zones, Parks etc nearby where floating population is high etc
 - Who are the competitors in that location?
 - Cuisine served / Menu of the competitors
 - The list can go on...
- Even though well funded XYZ Company Ltd. need to choose the correct location to start its first venture.If this is successful they can replicate the same in other locations. First move is very important, thereby choice of location is very important.

TARGET AUDIENCE:

- To recommend the correct location, XYZ Company Ltd has appointed me to lead of the Data Science team. The objective is to locate and recommend to the management which neighbourhood of Hyderabad.
- city will be best choice to start a restaurant. The Management also expects to understand the rationale of the recommendations made.
- This would interest anyone who wants to start a new restaurant in Hyderabad city.

Success Criteria:

The success criteria of the project will be a good recommendation of borough/Neighbourhood choice to XYZ Company Ltd based