

Business Understanding of the capstone problem

The goal of this project is to perform an analysis on the distribution of restaurants in the city of Chennai in Tamil Nadu, India. With the restaurant business being as popular as it is, there is a lot of potential in analysing the distribution of restaurants in the different neighbourhoods of a city and which categories are present in smaller quantities.

The target audience would be anyone who is going to be opening a new restaurant in the city or anyone interested in seeing how they fare when compared with other venues in the city.

Since the project aims at providing a model with number of restaurant categories, number of each category and their distribution as well as their relative distance from the city centre, any individual related in the restaurant field can derive benefit from this model by understanding the current distribution and trends. This also provides an opportunity for individuals to create new trends in the food industry by introducing concepts that are previously ignored or not present in significant quantities.