Capstone Project - Cafes in NCR (India)

Introduction / business problem :

In a city of NCR, if someone is looking to open a café restaurant, the question is, where would you recommend that they open it? The background of the problem is that in order for a café to be profitable, there must be enough customers, and in order to have enough customers, it is not worth setting up a café in the immediate proximity of existing ones.

Let's also make sure that audience is explicitly defined to be the local restaurant entrepreneurs in NCR and they should care about this problem because the location of the new café has a significant impact on the expected returns.