

Analysing best location for opening a restaurant in Mumbai, India

**Capstone Project
IBM Applied Data Science Certificate Program**

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Introduction

Background:

Mumbai (formerly called Bombay) is a densely populated capital city of state Maharashtra on India's west coast. It is the country's financial and commercial centre and its principal port on the Arabian Sea. Mumbai is India's most-populous city, and it is one of the largest and most densely populated urban areas in the world with an estimated city proper population of 12.5 million living under Municipal Corporation of Greater Mumbai. The metropolis has a roadside fast food consisting of Maharashtrian Pav Bhaji, Vada pavs, Dabeli, Panipuri, Bhelpuri, etc. South Indian and Chinese food is also popular in the city. Lebanese, Korean, Thai, Italian, Mexican, Mughlai, Punjabi, Mālvani, and Continental cuisine are also popular in Mumbai.

Mumbai has some of the oldest restaurants in India. Delhi Darbar, Sindhudurg, Highway Gomantak, Samrat, Vitthal Bhelwala, Mahesh Lunch Home, Kailas Parbat, and Adarsh are some of the oldest restaurants in the city.

Mumbai, being the financial capital, has a large migrant population. Members of the migrating families are working with no other family support, hence ordering food from close by restaurants or calling for pre-packaged meals (dabba as called locally) is an accepted thing. These 'Dabbas' are usually delivered by a special local delivery organization known as the Dabbawallas. Owing to these recent trends, several online food ordering services have cropped up in the city.

Mumbai has the largest of the organised food service markets pegged at nearly Rs 41,000 crore. Mumbai has the highest share in the organised market -which mainly accounts for standalone restaurants. Interestingly, in Mumbai, among international cuisines, 33% prefer Italian compared to 29% who like Chinese. People in the island city also prefers south Indian food over north Indian cuisines.

Business Problem

As Mumbai and its sub-urban area is growing, the number of restaurants is increasing day by day. Currently which stands at approximately 13,790 restaurants. With such a high number of restaurants this industry is yet to saturate. In addition, new restaurants are opening every day. However, it has become difficult for them to compete with already established restaurants. The key issues that continue to pose a challenge to them include high real estate costs, rising food costs, shortage of quality manpower, fragmented supply chain and over-licensing.

Target Audience

My target audience would be anyone who is considering opening a new restaurant in the city of Mumbai and its sub-urban areas. With this analysis the project also will help people in choosing the restaurant based on several other factors.

This project aims at analysing demography, its food culture of the location. Most importantly it will help new restaurants in deciding their theme, menus, cuisine, cost etc for a location. It also aims at finding similarity between neighbourhoods of Mumbai based on food.