

The Battle of Neighbourhoods | Business Proposal

Opening a restaraunt in Hyderabad, India:

Introduction :

Restaraunts are a great place to spend a quality time with family and friends while having delicious food together. There are different restaraunts having various cuisines. But the cuisine selection and what to offer to the customers depends on the locality of where the investor want to place the restaurant. Business investors contribute in the growth of the economy and also the restaurant business is a great way for their growth. "Who dosen't invest in good food, right?". Here we suggest business investors to establish a restaurant at the desired location by investigating the in-sights of restaraunts in the city of Hyderabad, India.

Location :

Hyderabad is the capital and largest city of the Indian state of Telangana. According to the 2011 Indian census, Hyderabad is the fourth-most populous city in India, with a population of 6.9 million.

It is a major center for the technology industry, it's home to many upscale restaurants . Its historic sites include Golconda Fort, a former diamond-trading center that was once the Qutb Shahi dynastic capital. The Charminar, a 16th-century mosque whose 4 arches support towering minarets, is an old city landmark near the long-standing Laad Bazaar

Business Proposal:

The objective of this capstone project is to analyze and select the best locations in the city of Hyderabad, India to open a new restaraunt. Using data science methodology and machine learning techniques like clustering, this project aims to provide solutions to answer the business question: In the city of Hyderabad, India, if a business investor is to open a restaurant, where would you recommend that they open it?

Foursquare API :

This project would use Four-square API as its prime data gathering source as it has a database of millions of places. Foursquare API will provide many categories of the venue data, we are particularly interested in the restaurants category in order to help us to solve the business problem put forward.

Libraries Which are Used to Develop the Project :

Numpy :Library to handle data in a vectorized manner.

Pandas :Library for data analysis.

Json :Library to handle JSON files.

Requests :Library to handle requests.

Folium :Map rendering library.

Geocoder: To retrieve Location Data.

Matplotlib: Python Plotting Module.

Scikit Learn: For importing k-means clustering.

Beautiful Soup and Requests: To scrap and library to handle http requests.

Target Audience:

This project is particularly useful to business investors looking to open or invest in new restaurant, in the Hyderabad city, India.