

Recommendation of a location to open a new Restaurant in Kolkata

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1. Introduction

1.1. Background

Kolkata (formerly Calcutta) is the capital of India's state West Bengal and it is one of the oldest metro cities in India. Kolkata used to be India's capital under the British rule from 1773–1911. Being a heritage city, it holds rich value in literature and artistic thought and it is called the 'City of Joy'. There are huge number of schools, colleges, industries present in the city and people from around the world visit the place to see the beauty of the city. The native people known as Bengali are very fond of foods and sweets. As Food is one of the 3 daily essentials for human being, opening a restaurant in this city is a great choice of business. We can find restaurants of most of the popular cuisines in this city. So, for opening a restaurant in this city we should know the best location to open it keeping in mind that there should be very few numbers of restaurants nearby and the place is a popular one to attract customers.

1.2. Problem

The main objective of this project is to determine a location in city Kolkata suitable for opening a new restaurant. Here we will determine the location based on mainly two criteria: The location should be close to the centre of the City and there should be very few or no restaurants nearby.

1.3. Interest

Any individual who is interested to open a new restaurant or any food company who is interested to open a new branch will be the audience for this project. Choosing the best location to open a new restaurant will surely be able to give a boost to the business.

2. Data

Based on the definition of our business problem we will be requiring the data of different locations of city Kolkata. To find out the prime and popular locations of Kolkata based on their pin code we have used the below website resources:

<https://www.mapsofindia.com/>

<http://pincode.india-server.com/>

From the above resources we have created an CSV file of all popular locations of Kolkata along with Pin codes and stored the data in google drive that it can be used easily in our project. The link to the CSV file is:

<https://drive.google.com/uc?export=download&id=1qCRjM5S6RzSNFT1MvUAszuBTxBISZEvl>

Below is a snapshot of the data:

City	PostalCode	Location
Kolkata	700020	A.J.C.Bose Road
Kolkata	700046	Abinash Chaowdhury Lane
Kolkata	700005	Ahiritola

Besides the above data, following data sources will be needed to extract/generate the required information:

- **Nomination Geocoder** to get the latitude and longitude information of all the locations including the centre of the City Kolkata.
- **Foursquare API** to get all the restaurants located around the different locations of City Kolkata.