

Battle of Neighbourhoods for Food Truck Establishment in Bangalore

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Introduction

- Food culture that exists in Bangalore has opened to a wide range of varieties catering to the different people hailing from different cultures.
- . Day by day many restaurants, cafes and bars are becoming innovative and creative in their form of delivery for customer satisfaction.
- One of those trendy and innovative concepts is “Food Trucks”.



Target Audience

- Entrepreneurs who have a skilled mindset in building a food business.
- Anyone who wants to open a highly competitive and affordable food truck with a passion for street food.

Workflow



Find the list of areas in and around bangalore



Collect the already existing food truck venues using Foursquare.



Unsupervised learning ,K-means clustering algorithm wil be used for the analysis.



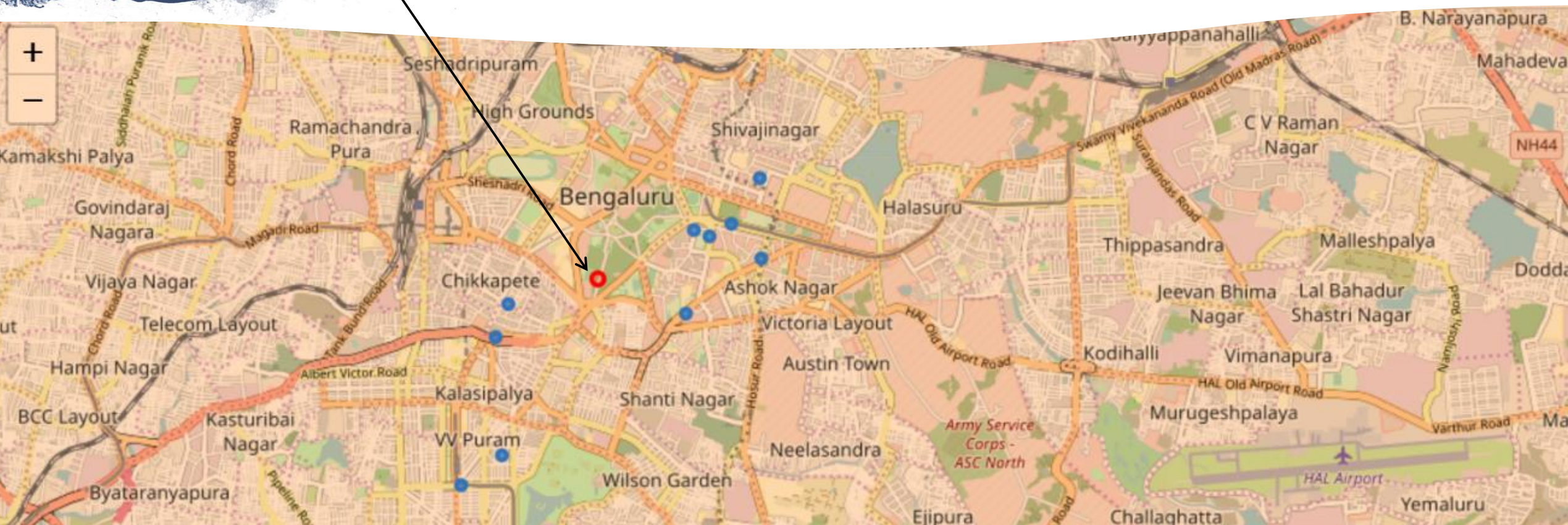
Average of all the food truck locations were found .



the local minimum of distance to every point was pin pointed .

Results

The location is ideal as it is been surrounded by the most famous Cubbon park, Kanteerava stadium and St.John's College of Bangalore.





Conclusions

- Using Foursquare API, a good amount of possible venues was considered .
- Excellent Location was pin pointed for our establishment.
- Model can be used for any other business idea.