

Business Problem

Cafe and Restaurant Analysis, Bangalore

Business analytics for restaurants is integral to understanding the inner workings of your business but and being aware of how you can improve it to foster a sustainable level of success that will set you apart from the competition.

By working with relevant key performance indicators (KPIs) and data dashboards, you'll be able to track, monitor, and measure your most valuable business insights in a way that is clear, concise, and digestible, pulling from past, present, and predictive data. This will enable sustainable KPI management processes that will ultimately increase productivity and save money.

Restaurant data analytics will help you get to the heart of the issue and understand the whole truth about your business. While we're on the subject, let's look at how business analytics for restaurants will help you make positive changes that get real results.

Restaurants from all over the world can be found here in Bangalore. And you get all type of cuisines here. Delivery, Dine-out, Pubs, Bars, Drinks, Desserts you name it and Bangalore has it. Bangalore is best place for foodies. The number of restaurant is increasing day by day. Currently this stands at approximately 12,000 restaurants. With such a high number of restaurants this industry hasn't been saturated yet. And 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. This project aims at analyzing demography, its food culture of the location. Most importantly it will help new restaurants in deciding

their theme, menus, cuisine, cost etc for a particular location. It also aims at finding similarity between neighborhoods of Bangalore on the basis of food. With the analysis the project also will help people

In summary, restaurant-based data analytics is crucial to the success of your restaurant because they enable you to:

- Organize your data and omit any metrics that are relevant to your goals.
- Transform your most valuable data into actionable insights.
- Monitor, measure and track your performance with interactive KPIs.
- Spot emerging trends that will set you apart from the competition.
- Make your business more efficient, more intelligent and more profitable than you ever thought possible.

In choosing the restaurant based on several other factors. The project will mainly try to answer the question based on restaurants and foodies interest. And what factors should be kept in mind if someone wants to open new restaurant.

- Does the demography of an area matters?
- Does location of a particular type of restaurant also depends on the people living in that area?
- Does the theme of the restaurant matters?
- Is a food chain category restaurant likely to have more customers than its counter part?
- Are any neighborhoods similar based on the type of food?
- Is a particular neighborhood famous for its own kind of food?
- If two neighborhoods are similar does that mean these are related or particular group of people live in the neighborhood or these are the places to it?

- What kind of a food is more popular in a locality?
- Does the entire locality love vegetarian food.

With these questions in mind we will try to find out the factors that would affect opening of a new restaurant in a locality. The dataset also contains reviews for each of the restaurant which will help in finding overall rating for the place.

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