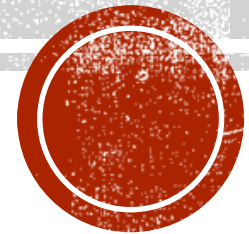
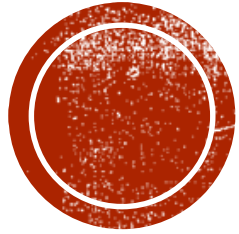


RECOMMENDATION SYSTEM FOR EATERIES



SUMMARY OF THE REPORT



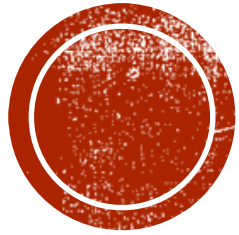
- ❑ Aim is to create a recommendation system for upcoming food stalls aimed at students (based on the location of their schools/colleges and eateries)
- ❑ Identify which location would be the best to open a new eatery catering to the target audience
- ❑ Target Audience: Students aged between 13 to 20 years old
- ❑ Location of Analysis: Mumbai, India

DESCRIPTION OF THE PROBLEM

Mumbai, India is an extremely densely populated city (one of the densest), with more than 18 million residents.

Obviously, it is tough to start a business here due to high real estate costs. So, an entrepreneur aiming at a student centric market (13 to 20-year-old demographic) should know the best places to set up shop.

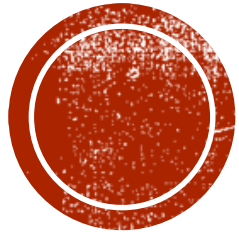
A large population of Mumbai lies in this student demographic (more than 50 schools), and eating snack foods out is more popular and convenient than ever, hence we will find the best places in Mumbai to set up a food shop/ restaurant



DATA ACQUISITION AND ANALYSIS

- ❑ List of the most populated schools in Mumbai extracted from Wikipedia

https://en.wikipedia.org/wiki/List_of_educational_institutions_in_Mumbai

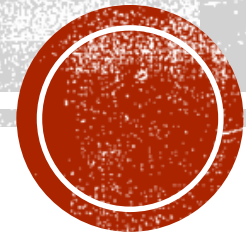


- ❑ Analyze the number of eateries in a 1.5 km radius around each school along with all the food related categories in that area
- ❑ Shortlist relevant venues (food related only) for further analysis of the data
- ❑ The schools with least number of eateries around them would be the best places to start a food stall/ restaurant

S.No.	Institute	Latitude	Longitude
0	Lilavatibai podar santacruz Mumbai	19.0810735	72.8371727
1	Narsee Monjee College Mumbai	19.1037065	72.837347688538
2	Jai Hind College Mumbai	18.93455995	72.8251531862371
3	Mithibai College Mumbai	19.1028853	72.8374936781393
4	Ramnarain Ruia College Mumbai	19.02381515	72.8500989494695
5	Sophia College Mumbai	18.970042	72.8070136
6	St. Andrew's College Mumbai	19.0566226	72.8287305
7	St. Xaviers College Mumbai	18.943156	72.831870310951
8	Wilson College Mumbai	18.9567432	72.810628561733
9	IIT Bombay Mumbai	19.1330262	72.9091997

FINDINGS FROM INITIAL ANALYSIS

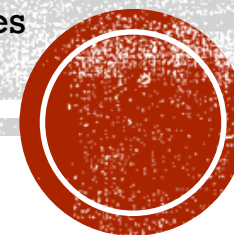
Listings of the schools/colleges that will be studied in the report that are within 1500 meters from all the food venues



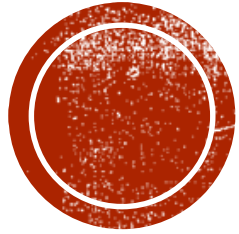
S.No.	Latitude	Longitude	Eateries
0	19.080700	72.840414	Sandwizzaa
1	19.078220	72.836411	Ram Shyam
2	19.077202	72.837742	Nice Fast Food Corner
3	19.075523	72.831745	Starbucks Coffee A Tata Alliance
4	19.075315	72.834669	Radhe Krishna Chat
5	19.072488	72.826692	LSD Love Sugar Dough
6	19.078858	72.829909	Le Pain Quotidien
7	19.074134	72.832351	Fellas
8	19.077763	72.837744	Yoko Sizzlers

FINDINGS FROM INITIAL ANALYSIS

Location of the Eateries within
1500 meters of the listed
schools/colleges



ANALYSIS



- ❑ **Tolani College** has very few eateries around it. It is a well reputed college in Mumbai and has a large student population
 - ❑ A good eatery aimed at students, or even at the general public would do well here due to sheer lack of competition in the vicinity
- ❑ We also find that 2 clusters have approximately *200* eateries near them
 - ❑ These could be great localities to advertise an upcoming new fast food shop or restaurant
 - ❑ The first cluster is near BD Somani College, Elphinstone College, Jai Hind College and Sophia College. (Cluster 0)
 - ❑ The second is near Mithibai College, Narsee Monjee College and Jamnabai Narsee School. (Cluster 9)
 - ❑ **Hence these places would be good for advertising an upcoming new eatery**

Result

We find that the best place for a food shop aimed at students in the age range of 13 to 20-year-old will be near Tolani College in Andheri East, Mumbai