Introduction:

Aldente is the name of a fictitious Italian fine cuisine chain wishing to open a restaurant business in Pakistan. They are looking to invest in one of the 2 cities and are on the lookout for the best location which would give them the highest potential for business. In order to analyze this, we could leverage public domain data such as Foursquare to learn more about the nature of the neighborhoods in both the cities and the potential for public spending there. This information would be particularly important in the context of the popularity, behavioral trends the kind of activity present in that neighborhood. We would leverage public domain information including Foursquare, Twitter and Facebook and map it to generate a location map deducing the top location choices with their revenue potential.

In order to understand this, the team at Aldente has put up 3 main questions:

1. Determine the types of experience consumers are seeking (trendy, authentic, cheap, or indulgent)
2. They need to design the menu according to taste and market seasonal promotions.
3. They need to understand the market, how much are the consumers looking to spend, what are the patterns, competition.