**Problem**

A famous Indian Restaurant chain is expanding business worldwide and looking for appropriate locations in Sydney Australia. Chief Financial Officer of the company is seeking help from a Data Science company for recommendations on locations where a new restaurant should be opened. The final output report should recommend suitable suburbs in Sydney area where new Restaurant should have chances of doing good business

These are the criteria on which location of new Restaurant must be decided as Recommended by Stakeholders

**Affordability of Customers**

Area should be Affluent. Targeted customers are with family and with total family earnings in the range of Median earning of Sydney. People in very high earning bracket tends to go expensive restaurant in City

**Surrounding Businesses and Competitor Analysis**

Based on experience in other western country, following should be considered

1. One existing India restaurant and at least one other Asian Restaurant (Thai, Malaysian, Chinese, Japan
2. No Indian Restaurant and at least 2 Asian Restaurants
3. In high density Area there could be 2 existing Indian Restaurants

**Population Density**

The location should be in mid density to High Density Areas

**Crime Rates**

Potential customers with families tends to avoid visiting high crime Areas. Preferred location are the areas with low crime rates

**Parking**

People tends to visit more to Restaurants with ample Parking. In deciding recommended location

**Cost of Venue**

Cost of venue should be ignored in this analysis. Stakeholder will have a different exercise to evaluate cost of setting up business and budgeting part will be decided by head office in New Delhi