

# Opportunity for Indian Restaurant Business - Near Hartford

## Introduction:

A global restaurant company is planning to expand its business in eastern part of the United states of America. Key cities in the western part of US are New York and Hartford. As New York requires more capital expenditure, company is planning to focus on opening business in Hartford first.

Primarily, company wants to determine right location for the new Indian restaurant around Hartford vicinity based on existing restaurant details.

## Data Elements:

In order to understand current Indian restaurant business in the Connecticut, Foursquare API will be used wherein FOURSQUARE API will be list all the restaurants and provide their location details. Refer to county details to get all restaurant details from [https://www.connecticut-demographics.com/cities\\_by\\_population](https://www.connecticut-demographics.com/cities_by_population)

## Key tasks

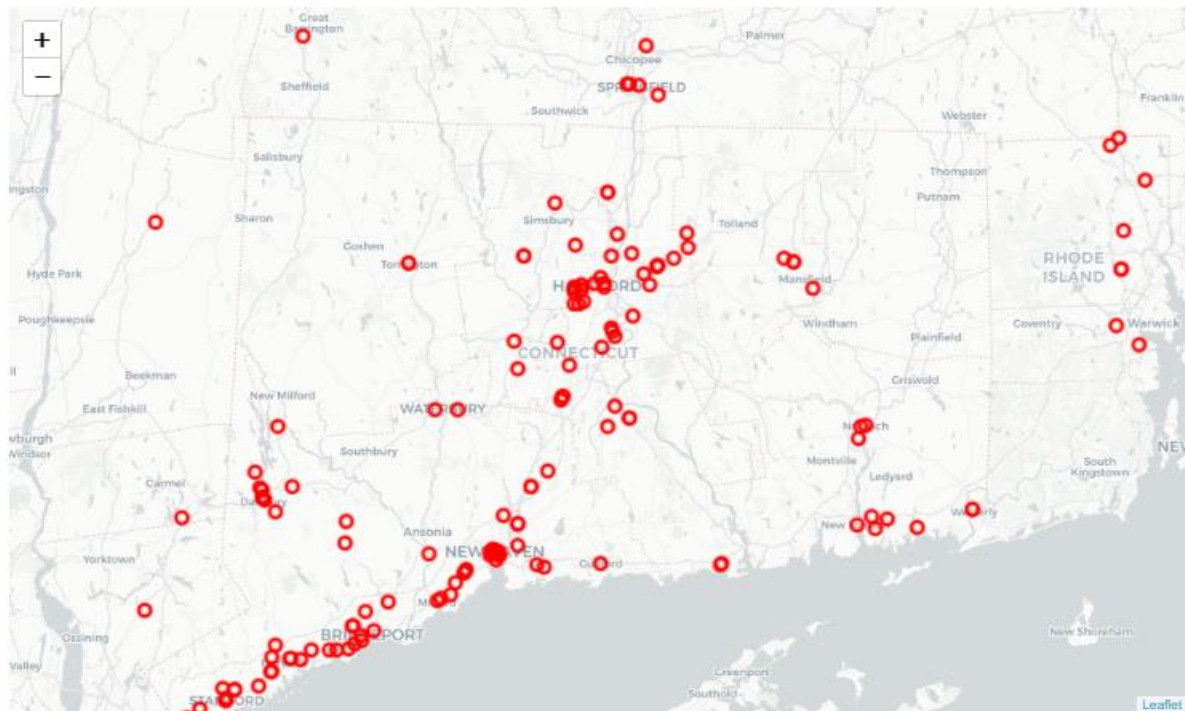
- 1) Prepare the map of restaurant availability which will help in decision making.
- 2) Analyze the data and provide your recommendation.
- 3) Use population data using [https://www.connecticut-demographics.com/cities\\_by\\_population](https://www.connecticut-demographics.com/cities_by_population) as well to determine ration of restaurant per capita which will also be a key factor in the decision.

## Key data fields:

- Restaurant name
- Restaurant address
- Restaurant latitude
- Restaurant Longitude
- Township name
- Township Population
- Ration (Population/restaurants)

## Final Report

Below image illustrates location where Indian restaurants are already present. Area around Hartford, New London, Bridgeport and New Haven are the key area where higher number of Indian restaurants are available which signifies that they are good area for the restaurant business.



However, on the flip side company can think of area where India restaurants are not present at all. Following cities have high population with zero restaurants.

```

: #Area with zero restaurant
Merged_population_Restaurant.loc[Merged_population_Restaurant["Restaurant Count"]==0.00].sort_values(by=["Population"],ascending=True)
Merged_population_Restaurant.loc[Merged_population_Restaurant["Restaurant Count"]==0].sort_values(by=["Population"],ascending=False)

```

	City	Population	Restaurant Count
12	Bristol	60218.0	0.0
15	West Haven	54763.0	0.0
17	Stratford	52120.0	0.0
21	Enfield	44143.0	0.0
26	Trumbull	35976.0	0.0
...	...	...	...
163	Colebrook	1484.0	0.0
164	Warren	1467.0	0.0
165	Cornwall	1291.0	0.0
166	Canaan	1143.0	0.0
167	Union	894.0	0.0

City	Population	Restaurant Count
Bristol	60218	0
West Haven	54763	0
Stratford	52120	0
Enfield	44143	0
Trumbull	35976	0
Naugatuck	31347	0
Newington	30234	0
Cheshire	29147	0
East Haven	28742	0
Mansfield	25799	0
Farmington	25528	0
Ridgefield	25042	0
Windham	24655	0
Watertown	21751	0
New Canaan	20276	0
Southbury	19681	0

Waterford	18935	0
Montville	18835	0

One more way to look at current situation is ration of population in the city vs number of Indian restaurants in the city. Following is the area with such a high ration and company can consider expanding such areas for new business.

City	Population	Restaurant Count	Ratio
New Britain	72767.0	1.0	72767.000000
Hamden	60982.0	1.0	60982.000000
Waterbury	108276.0	2.0	54138.000000
East Hartford	50272.0	1.0	50272.000000
Bridgeport	145639.0	3.0	48546.333333
Wallingford	44596.0	1.0	44596.000000
Southington	43781.0	1.0	43781.000000
Shelton	41141.0	1.0	41141.000000
Glastonbury	34564.0	1.0	34564.000000
New Milford	27014.0	1.0	27014.000000
New London	26966.0	1.0	26966.000000
South Windsor	25898.0	1.0	25898.000000