

CUISINES OPPROTUNITIES TO INVEST IN MUMBAI

CAPSTONE PROJECT – IBM DATA SCIENCE

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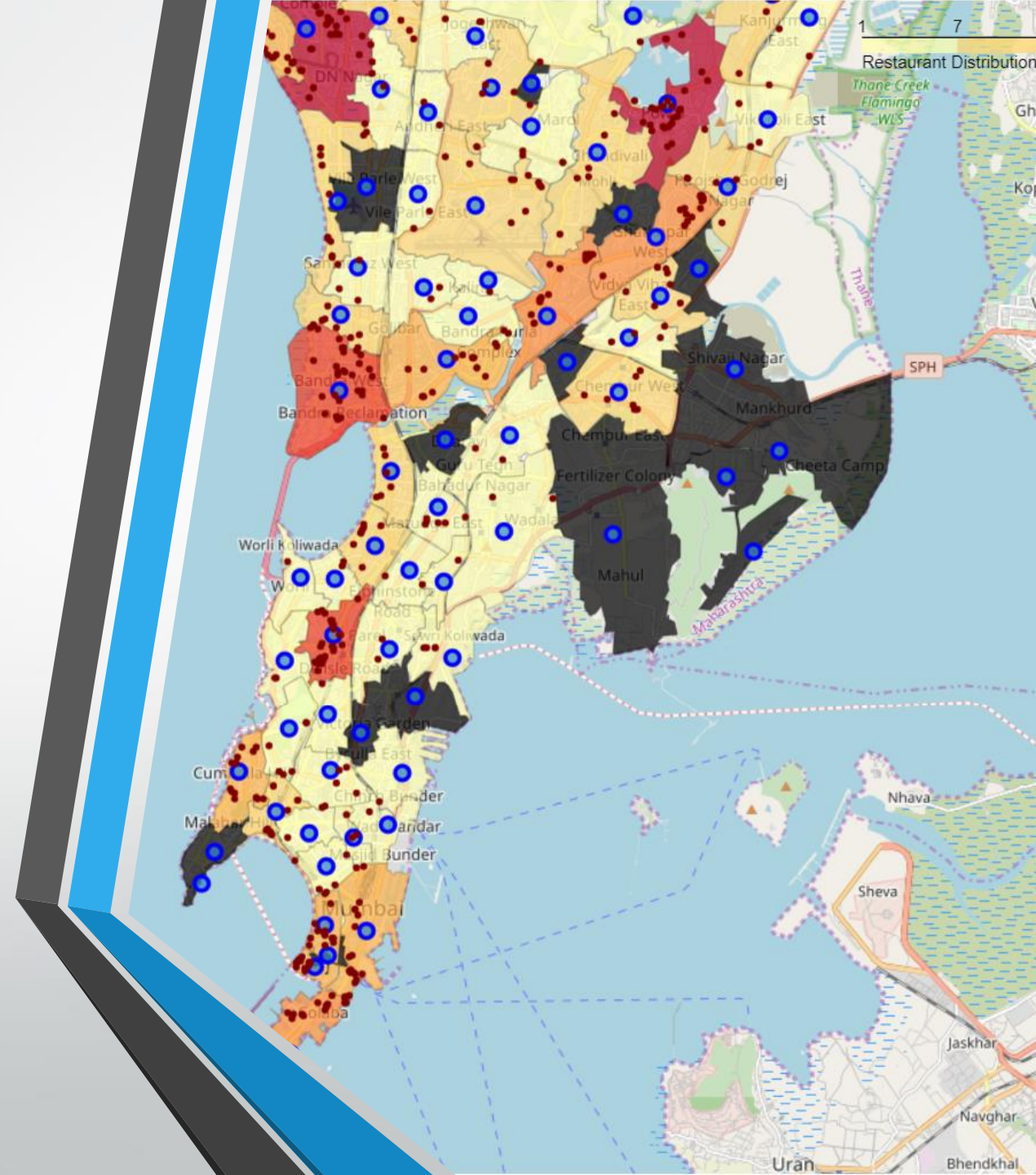
Investment Is Lucrative

- International Cuisine in Mumbai are Flourishing....
- WHAT cuisine do you invest in? WHICH area would you invest in?
- **Investors** are ready, but the right place to **invest** makes a difference!
- **Competition** is always there and new **entrepreneurs** know it
- **Restaurant owners** want to **expand** and this can be their **Insight**

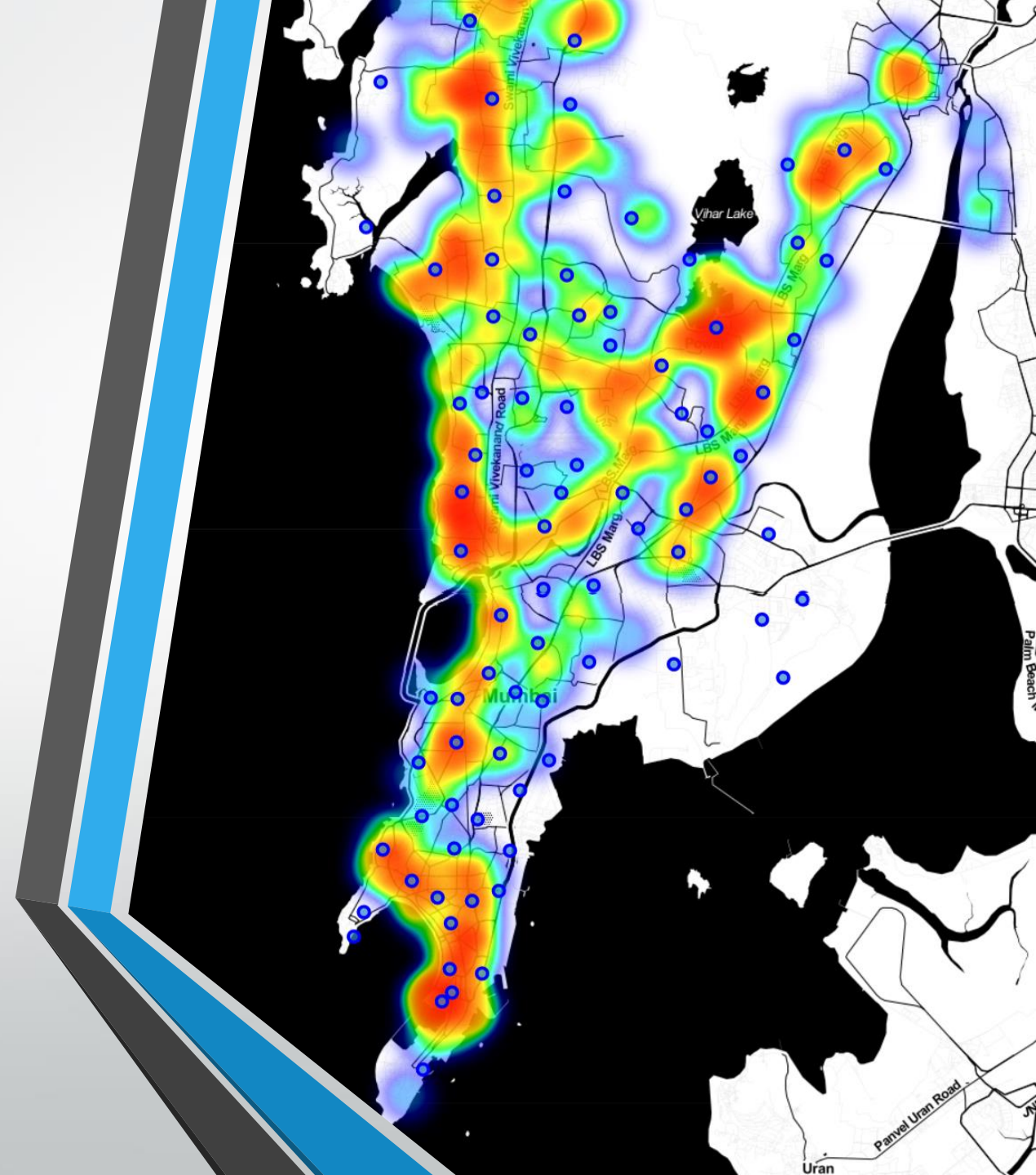
DATA Acquisition

- FourSquare API (Restaurant Details, Locations)
 - 1384 Restaurants identified from FourSquare
 - Focus on International Cuisines only. Filtered Indian, Chinese, Asian, Coffee etc.
 - Diving into into 607 cuisine restaurants across Mumbai
- FourSquare Categories (Cuisine Id and Names)
 - 268 Categories & Sub Categories refined to 43 Major Cuisines
- Mumbai Geo Json (Area Names, Coordinates, Area outlines)
 - 74 Neighborhoods

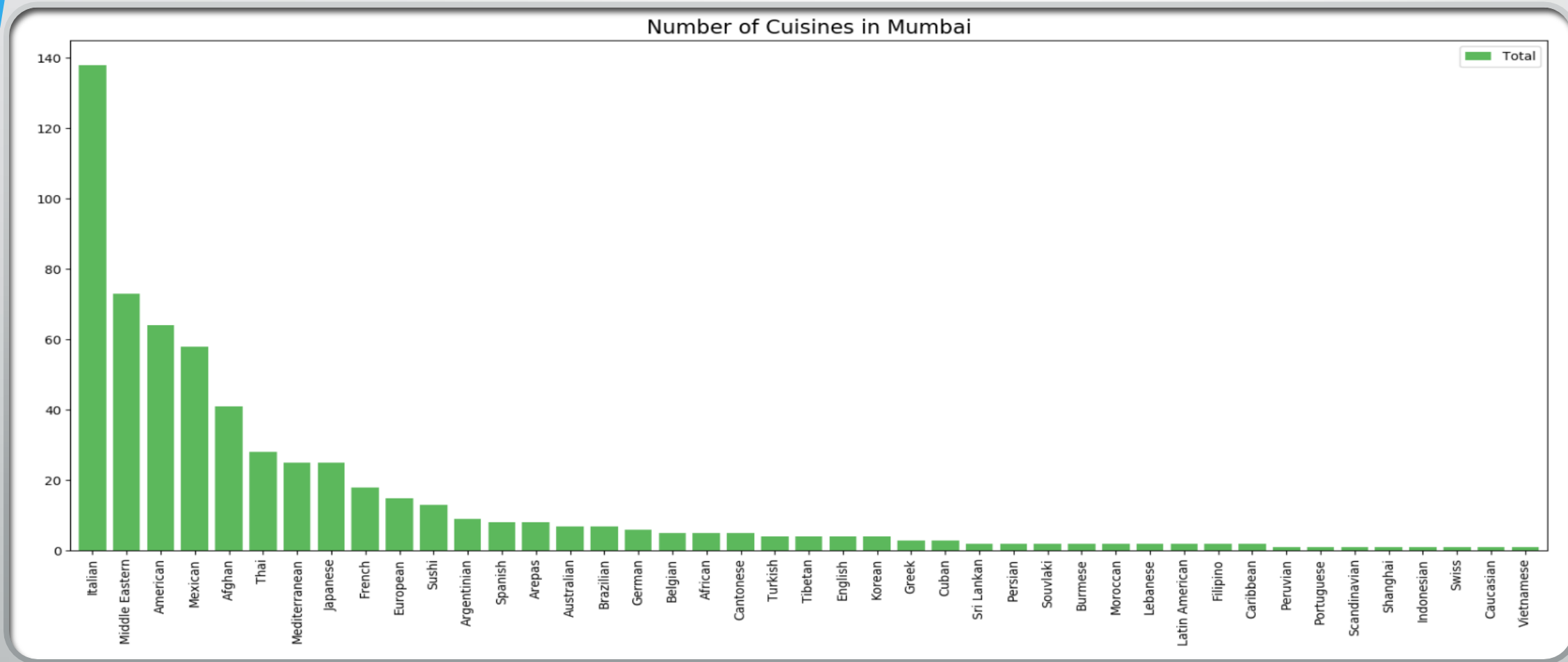
Cuisine Restaurants Across Mumbai

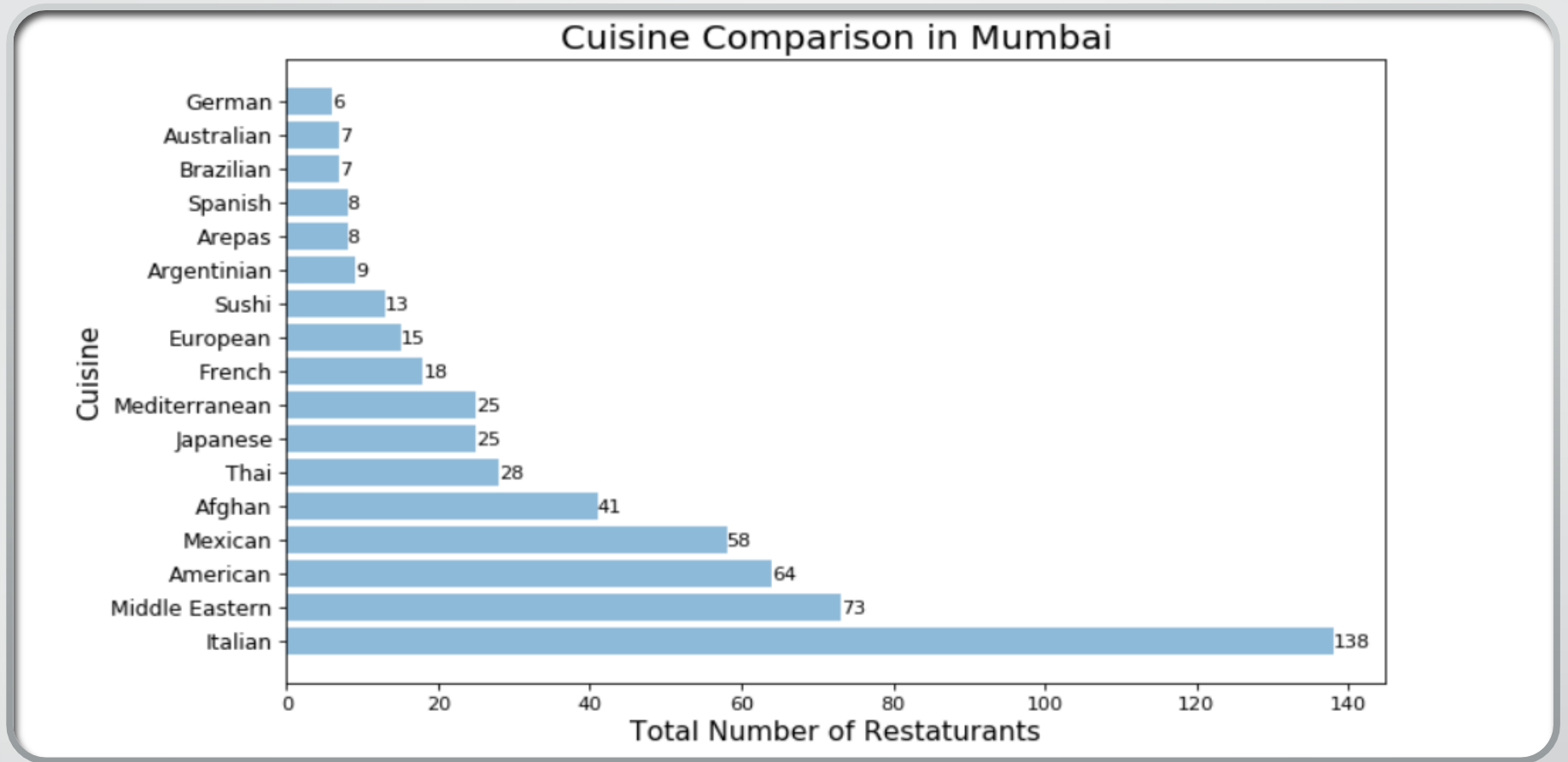


Heat Map on Major Areas for Cuisine Restaurants



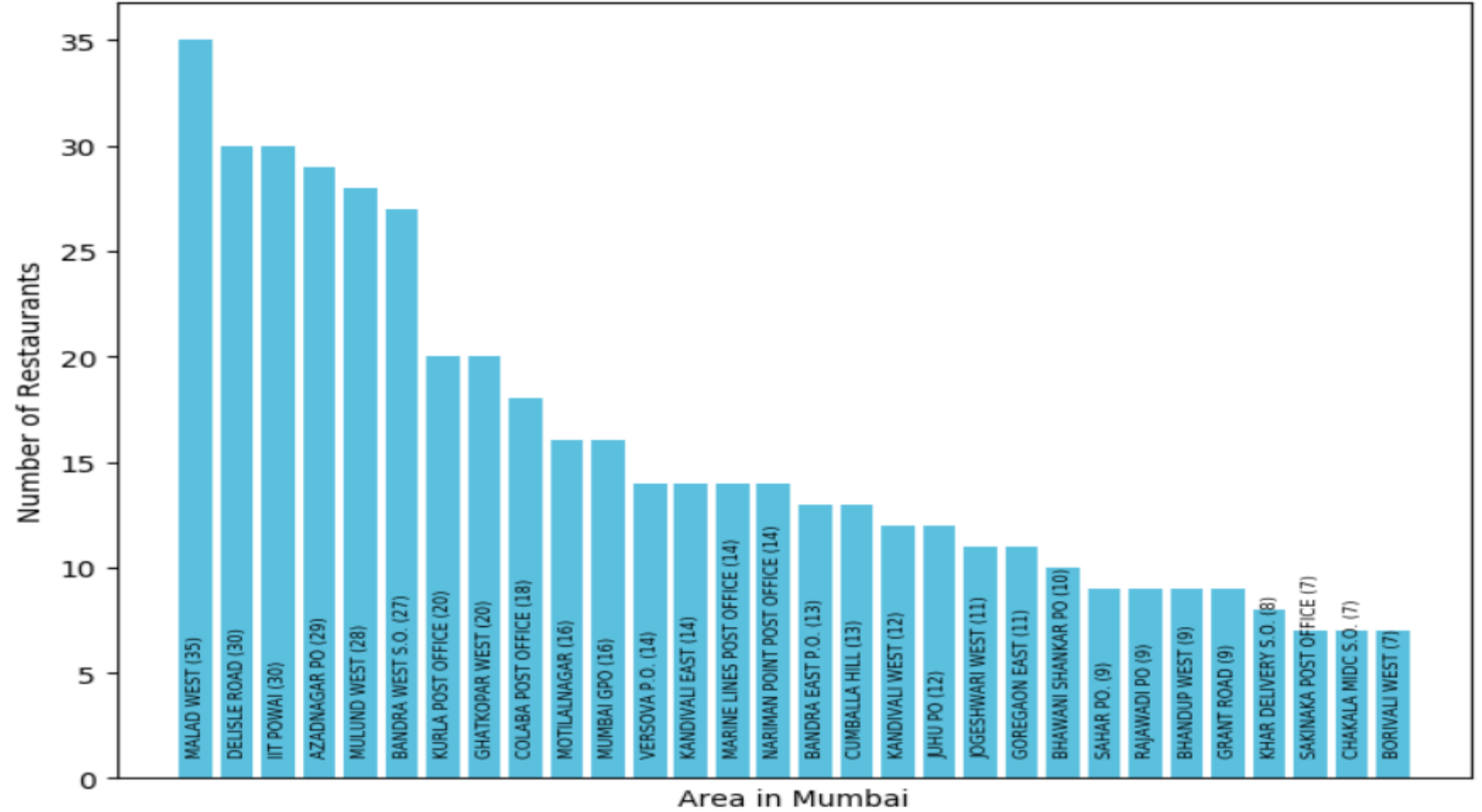
Number of Cuisine Restaurants in Mumbai



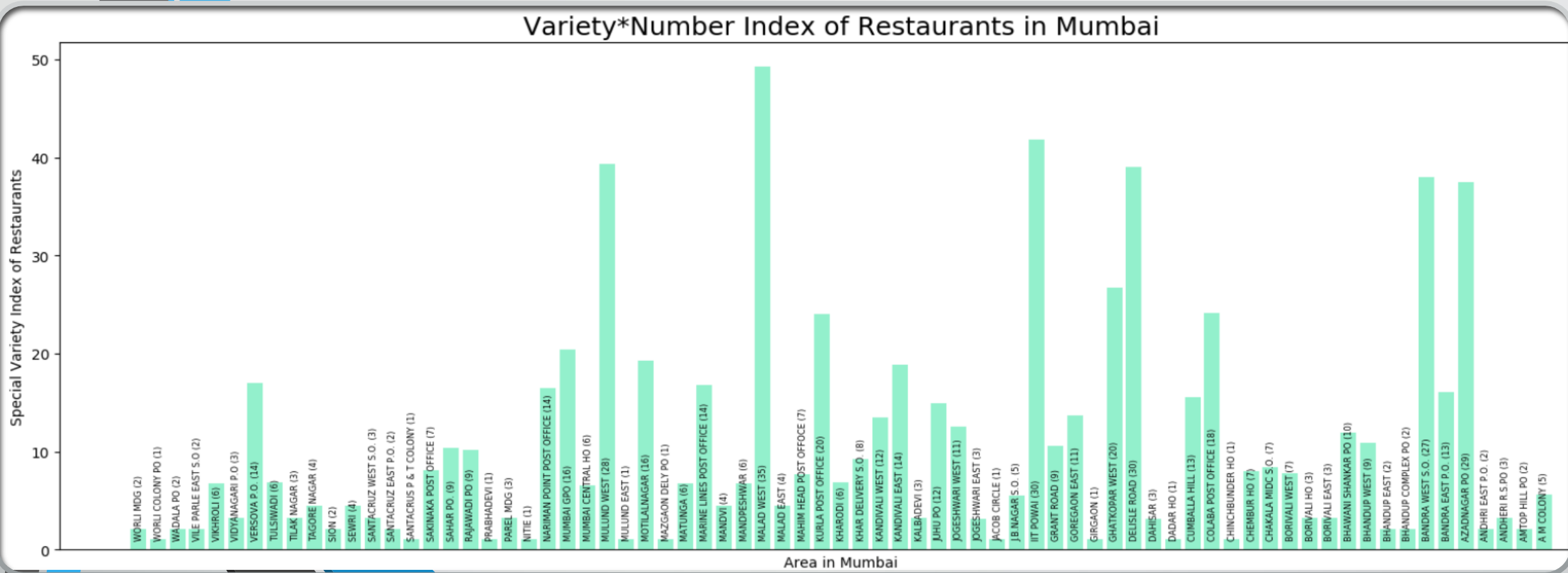


Top Cuisine Restaurants with presence of more than 5 across Mumbai compared with other cuisines

Top Areas with Most Restaurants in Mumbai

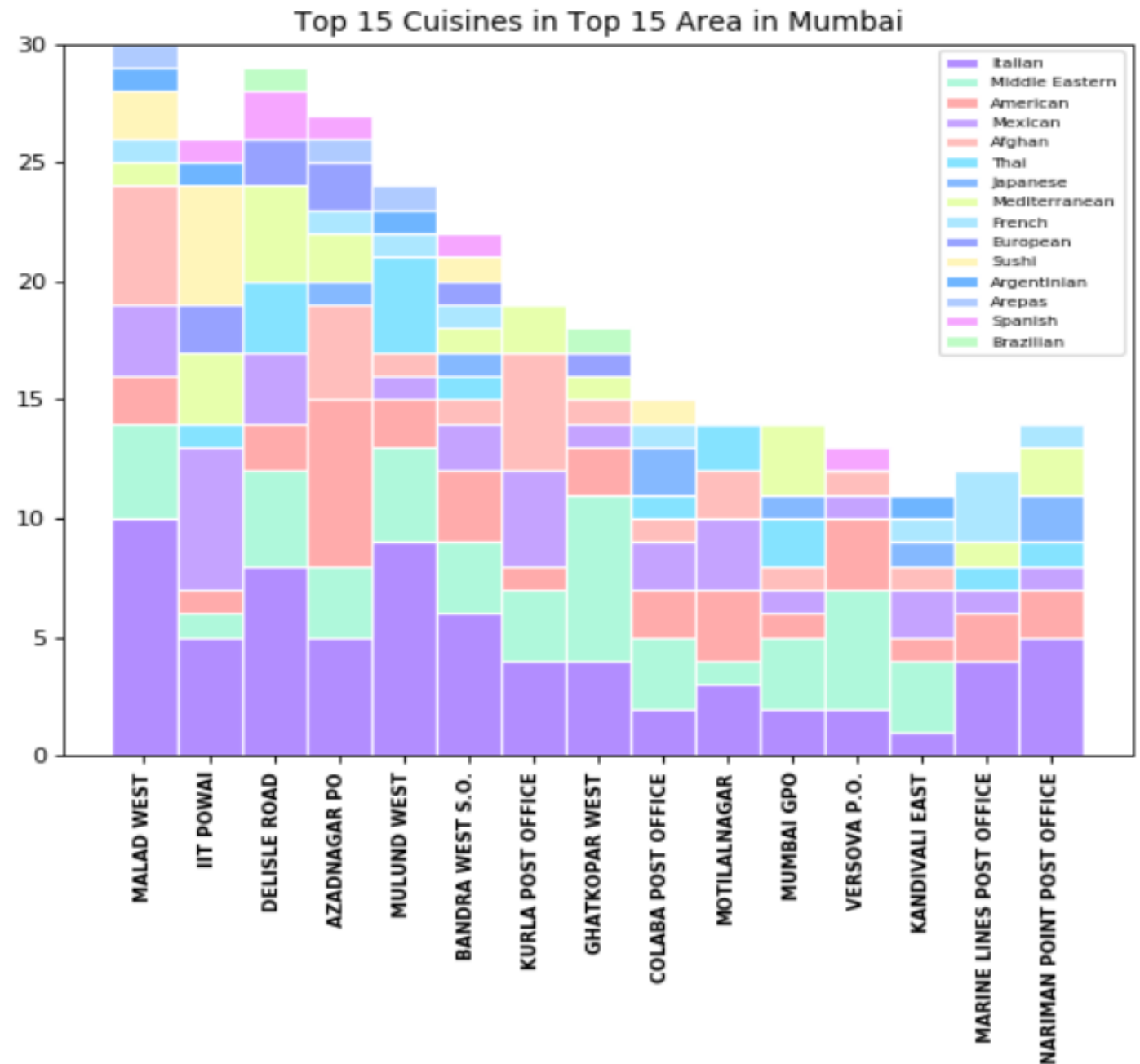


Areas with most restaurants



A Variety Index representation of Restaurant count against Number of Types of Cuisines

Top 15 Cuisines vs. Top 15 Areas



Insights to Look and More...

- A Conclusion

- Areas more lucrative and having more restaurants. Potential areas to invest?
- Cuisines are everywhere, what is more dominant and what is less
- Good to invest in existing, or TRY something NEW!
- Is unique cuisine good or bad
- Top cuisine culture areas and what is more dominant

Future Scope

Some of the scope for more study and analysis are below:

- Create comparison on real estate prices on restaurants price category
- Model Population Density and Cost of Living in Areas against International Cuisines
- Model Corporate culture interests in International cuisines for events from nearby workspaces.