

CUISINES OPPROTUNITIES TO INVEST IN MUMBAI

Introduction

Background

Mumbai being a financial capital of India has a large population and lot of businesses. Mumbai also being a tourist place welcomes lot of visitors both foreign and from the country. People have shown interest in experiencing the world cuisines since past years and business in international cuisines have increased apart from local cuisines. The competition is high and a restaurant needs to be unique in its area to succeed.

Problem

Although Mumbai has lot of restaurants already, the idea of new restaurant to invest upon is lucrative. This analysis focuses on analyzing the cuisine thriving in Mumbai and exploring new opportunities to invest in a different cuisine which is more promising compared to ones nearby.

Interest

This report interests the investors looking for a new restaurant to invest upon. The pre-existing owners of restaurants have an extra source of information to further expand their businesses. New entrepreneurs looking at restaurants as their target business can obtain a perspective and identify opportunities from the report.

Data Requirements

Data Sources

Mumbai Geo JSON: I would be using the Geo-JSON data for Mumbai to analyze the areas and map the restaurants with the neighborhoods.

https://github.com/datameet/Municipal_Spatial_Data/blob/master/Mumbai/BMC_Wards.geojson

Google Reverse Geocoding API : I would be using the Google reverse lookup API to obtain names of locations and wards.

Foursquare API : The Foursquare API would be used to obtain restaurant's details especially the cuisine data.

The Geo JSON is a partial data and needs to be mapped to the location names. The Google's reverse lookup will be useful to maintain consistency in names.

The report analysis is focused on the cuisine and the same will be extracted from the JSON responses from the Foursquare API search results.