

Business Problem

Restaurants in Bengaluru City

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The food culture of Bengaluru is diverse and is constantly evolving with something new. The people are used to this trend and are not afraid to try new cuisines in the local restaurants. Bengaluru is the best place for foodies and the restaurants or local fast-food joints are not afraid to introduce new cuisines and try to experiment with the food by introducing the foreign cuisines with an Indian touch. In addition to this the ever-growing urbanization of the rural area in the city helps in expanding the business through multiple outlets at the key areas. This project at analysing the demography, the different food cultures and its location. It would mainly focus on helping the new restaurants and also people to choose restaurants based on the several factors which are of relevance. And what factors should one keep in mind if someone wants to open a new restaurant in the city.

- Demography of an area
- People living in the area
- Similarity between the neighbourhoods and the type of food
- Popular food in the area
- People favouring Vegetarian food and their neighbourhoods
- Favourite Cuisines
- Major competing restaurants in the locality
- Sales increase during festive seasons
- Review of the restaurants based on the dishes

Keeping in mind the above factors we hope to try to find out which ones would affect a new restaurant in the locality.