The Battle of Neighborhoods - Week 1

Introduction:

The city of Mumbai is the highest populated city in India. It is known all around the world for its famous film city, Bollywood as well as for the street food found widely across the city. It has been known as the hub for traditional Indian cuisine, especially Western Indian, but now is opening up many international cuisine which are expected to be extremely successful considering the population residing in Mumbai and the fact that it is the only Indian name to feature among the world's top 20 wealthiest cities, according to New World Wealth's October 2019 report.

Business Problem:

 A client interested in opening a Italian restaurant comes with the problem of the location as to where in Mumbai setting up the Italian restaurant is extremely beneficial. Our job is to analyse the location data i.e. the number and density of Italian restaurants in a locality as well as how far a particular locality is from the centre of Mumbai or from the food hotspots of the city. Based on the analysis we will provide an answer to the question that where setting up the Italian restaurant will be more profitable in the city of Mumbai.