

Location for a new Indian restaurant in Mumbai

1. Introduction / Business Problem

I live in the city of Mumbai in India, I have therefore chosen a project that is based in Mumbai.

Mumbai, also known as **Bombay** (the official name until 1995) is the capital city of the Indian state of Maharashtra. As of 2011 (last census) it is the most populous city in India with an estimated city proper population of 12.4 million. The larger Mumbai Metropolitan Region is the second-most-populous metropolitan area in India, with a population of 21.3 million as of 2016. Mumbai lies on the Konkan coast on the west coast of India and has a deep natural harbour. It is also the wealthiest city in India, and has the highest number of millionaires and billionaires among all cities in India.

In Mumbai there are 24 wards. For the convenience of city administration, wards have been decentralized. Each ward has its own ward office with the Ward Officer who is responsible for the municipal services under his area.

Taking the municipal wards as the unit, the aim is to find the most optimum ward to open a new Indian restaurant. We would like to choose a ward which is popular for its eateries, has Indian restaurants that are reasonably popular, but as yet not the top in popularity. This will provide us with a good location where the new Indian restaurant can shine.