

Battle of Neighborhoods

DETERMINING APPROPRIATE LOCATION FOR WAREHOUSE OF RESTAURANT RAW MATERIALS SUPPLIES BUSINESS

BY: PRATEEK VASHISHTHA

Contents

- ▶ Introduction
- ▶ Proposed Solution
- ▶ Methodology
- ▶ Analysis
- ▶ Results
- ▶ Conclusion

Introduction

- ▶ Fooracles need to decide location to start warehouse for raw material supplies to restaurants in New Delhi
- ▶ Raw materials are supplied to restaurants on daily basis by vendors
- ▶ Cost of transportation needs to be reduced and also time taken to supply
- ▶ More appropriate location is always that has maximum restaurants in close vicinity
- ▶ Starting location to consider is New Delhi central location coordinates

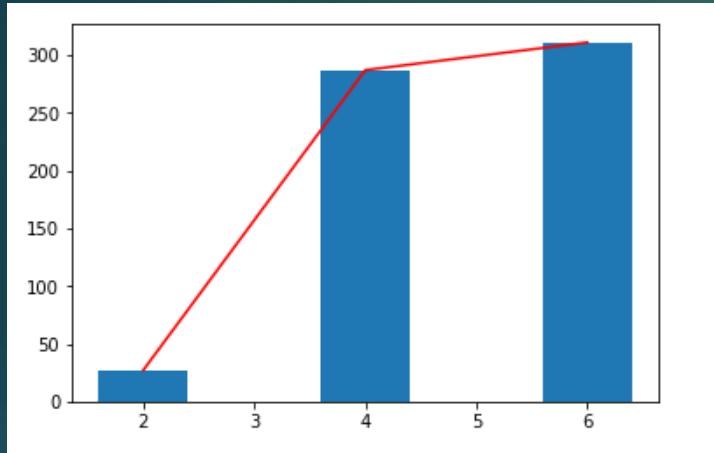
Proposed Solution

- ▶ Using geo location data of coordinates of neighborhoods in New delhi can be used
- ▶ Determining the count of restaurants in close vicinity to multiple locations
- ▶ Comparing suitable locations for building up warehouse
- ▶ Finding which location has maximum number of restaurants approachable easily in less time and with minimum transportation cost

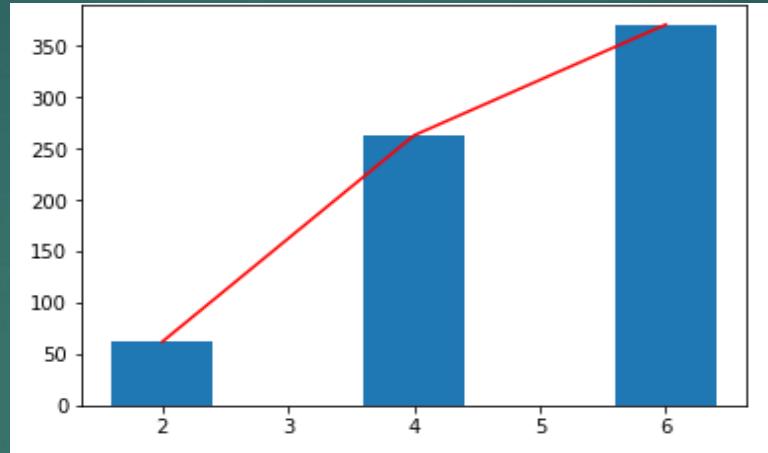
Methodology

- ▶ Foursquare API is used to get JSON format data that contains neighborhood data of New Delhi
- ▶ JSON file is parsed to get data in raw format
- ▶ Data is then converted to Pandas DataFrame in Python
- ▶ Data is then further mined deeper to get more neighborhoods in detail
- ▶ Detailed data is segmented to get only data related to restaurants
- ▶ This data is then used to get distance from chosen points and analyzed to get count of restaurants in close vicinity to chosen center

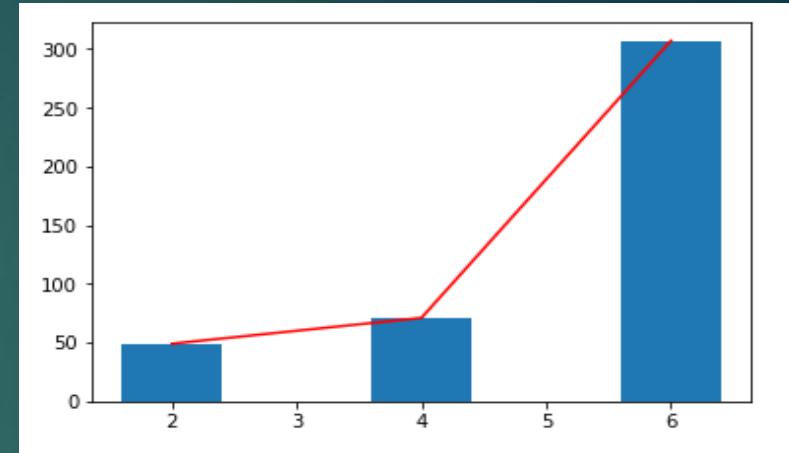
Results



New Delhi Central

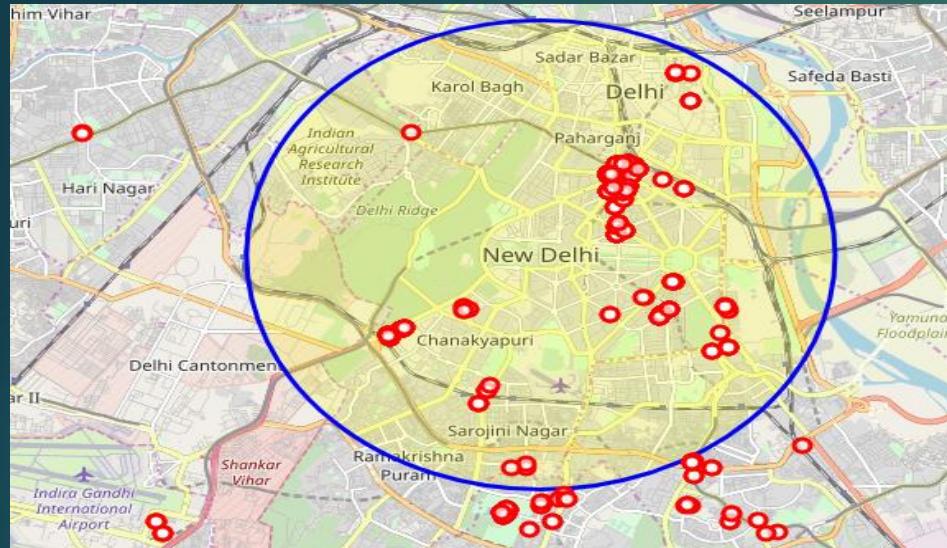


Sevilla

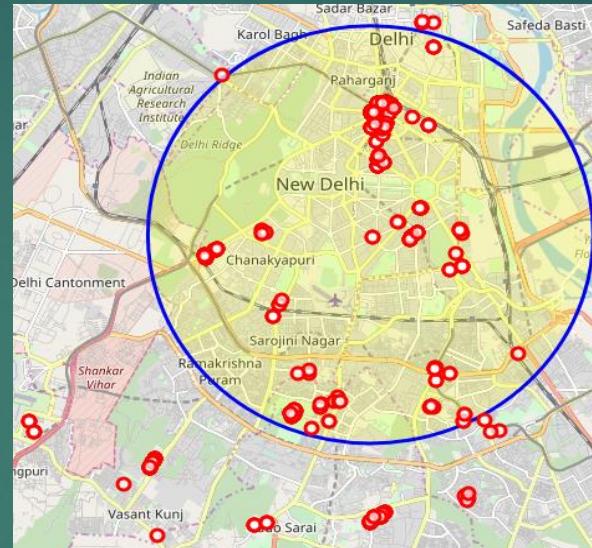


Rajinder da Dhaba

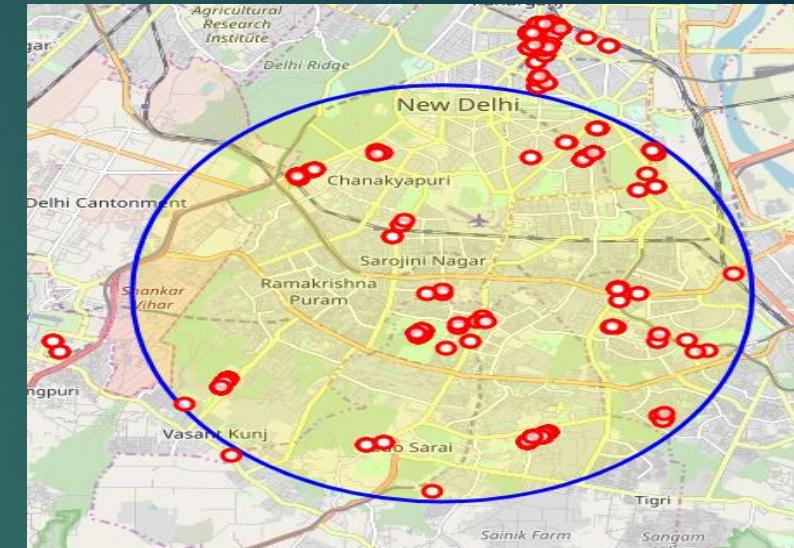
Results Cont...



New Delhi Central



Sevilla



Rajinder da Dhaba

Results Cont...

- ▶ Results shows that more restaurants are available in close vicinity to Sevilla neighborhood

Chosen Neighborhood as Centre	CLat	CLon	2km count	4km count	6km count	Average in 6km
New Delhi Centre	28.614179	77.202266	27	287	311	51.67
Sevilla	28.601144	77.216174	62	263	371	61.83
Rajinder Da Dhaba	28.565268	77.199137	49	71	307	51.16

Conclusion

- ▶ On basis of analysis we can advice Fooracles suitable location to start new business as Sevilla
- ▶ Sevilla neighborhood contains main areas of business as Khan Market, Lodhi Estate or Nehru Palace
- ▶ More analysis can be done using detail data of restaurants and pricing data of locations to rent or buy a property

Thanks You

