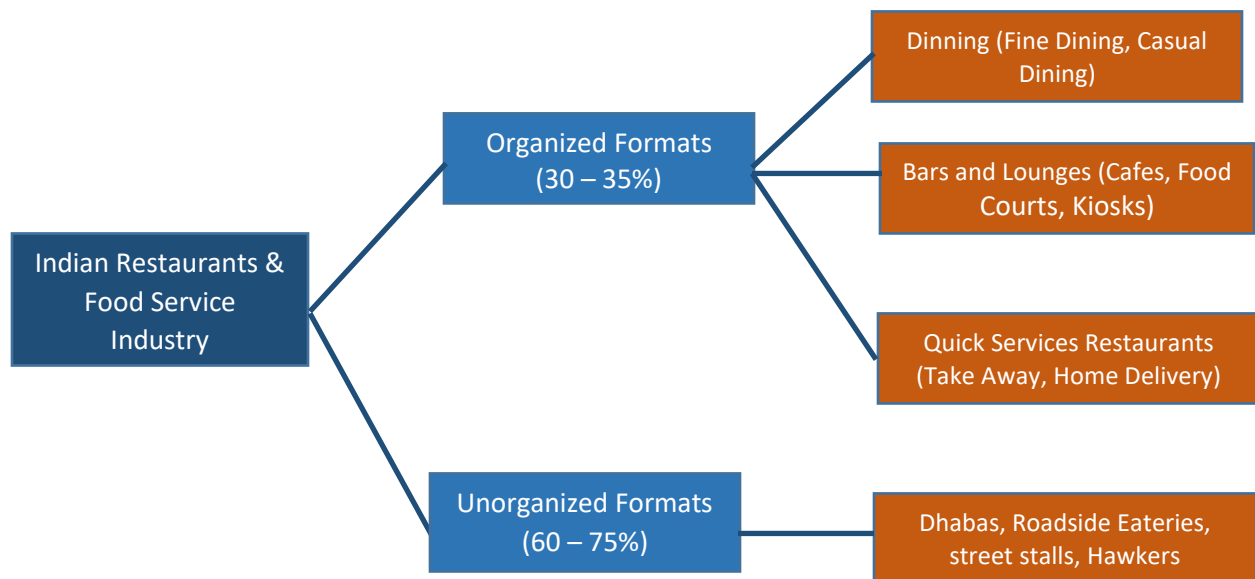


**Title:** Find a suitable place or neighborhood in Chennai to open a restaurant

### 1. Introduction:

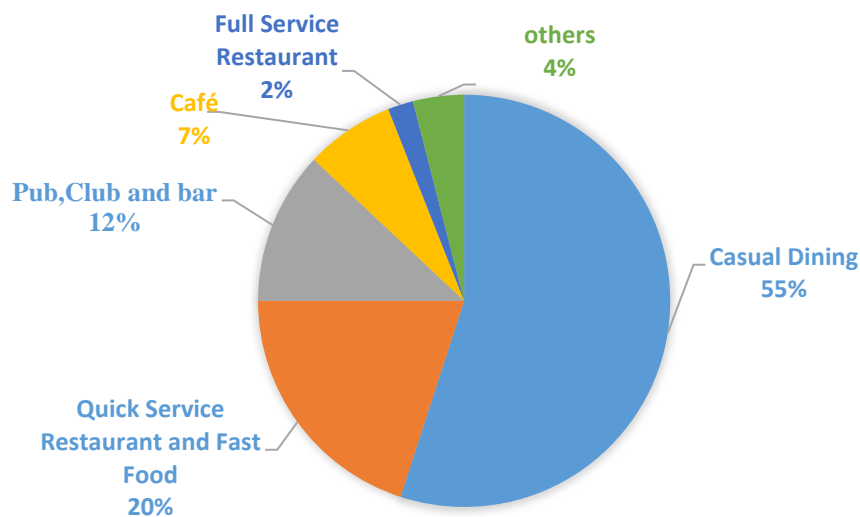
The Indian Restaurants and Food Services Industry has continued to expand at a healthy pace, aided by year on year growth in the incomes and largely unaffected by the prevalent economic scenario that has slowed growth in sectors like manufacturing and infrastructure. The market size of the Indian restaurants and food services industry stands at Rs 3.7 trillion as of 2018 registering a year on year growth of about 10% and a CAGR growth of 8.4% between 2013 and 2018

**Chart 1:** Indian Restaurant & Food Service Industry



*Source: Company presentations, Industry*

**Chart2:** Indian Organized Food market segmentation – FY19 (%)



*Source: FICCI, Company presentations*

There are a lot of good restaurants already exist in Chennai city. Opening a new restaurant requires serious consideration and is a lot more complicated than it seems. Particularly, the location of the restaurant is one of the most important decisions that will determine whether the investor will be able to make a profit out of it or not.

## **2. Business Problem:**

The objective of this project is to analyze and select the best locations in Chennai City, India to open a new Restaurant. Using data science methodology and machine learning techniques like clustering, this project aims to provide solutions to answer the business question: In the Chennai City, India if an Investor is looking to open a new restaurant, where would be the best place to open it?

## **3. Targeted audience of this project:**

Targeted audience would be investors who is looking for opening a restaurant in Chennai city. There are good restaurants already available in prime locations it is hard to find the right place to open a new one. Based on the current market, CARE Ratings expects the restaurant and food service industry to register a growth of about 10.4% CAGR for the next 5 years between 2018 and 2022 to reach Rs 5.5 trillion by 2022.

#### **4. Data requirements:**

In order to solve the given problem, we have to collect the following data

1. List of neighborhoods in Chennai, Tamil Nadu
2. Latitude and longitude coordinates of those neighborhoods
3. Venue data, particularly data related to restaurants

#### **5. Source of data**

Data will be collected from following sources to fulfill our data requirements

1. This Wikipedia page ([https://en.wikipedia.org/wiki/List\\_of\\_neighbourhoods\\_of\\_Chennai](https://en.wikipedia.org/wiki/List_of_neighbourhoods_of_Chennai)) contains a list of neighborhoods in Chennai, Tamil Nadu with a total of 180 neighborhoods.
2. Geographical coordinates of the neighborhoods will be collected using google map API which will give us the latitude and longitude coordinates of the neighborhoods.
3. Foursquare API will be used to get the venue data for those neighborhoods.

#### **6. References:**

1. <http://www.careratings.com/upload/NewsFiles/Studies/Restaurants%20%20QSRs%20May%202019.pdf>