Jaipur Restaurant Analysis

Rohit Kumar Bindal

1. Introduction

The Food culture of Jaipur is quite fascinating. One can find almost all the major players in the restaurant business in Jaipur apart from a few exceptions like Starbucks. Currently the approximate count of restaurants in Jaipur stands at around 4500, with an industry that hasn't saturated yet, this number increases day by day. The aim of this project is to analyze the demography and food culture of a locality in Jaipur. It might help new restaurants decide their theme, menus, cuisines, cost and other features to serve better in its locality. We will focus on answering the questions that one might ask while opening a new restaurant, like:

- What kind of food is more popular in a locality?

- What is the avg cost of food in that locality?

- Are there any other localities with similar food culture?

2. Data Description

The data used for this project has been extracted from two sources:

- The Restaurants in a locality were scraped from Zomato Website.

- Exploring trending venues in a locality, particularly restaurants, art or entertainment venues like a Cinema or Museum, using the Foursquare API.

Other supporting data:

- Geographical Coordinates of Restaurants were extracted using the Google Map's Geocoding API.

2.1 Data Acquisition:

The data collection was completed in 3 Phases, **Phase-1** included the extraction of all the localities of Jaipur and the URLs for their respective webpages.

Phase-2 marked the extraction of details about a restaurant from a locality, i.e., the restaurant details of each locality were scraped individually using the URLs extracted in Phase I.

In **Phase-3**, Geographical Coordinates (latitude, longitude) for each Restaurant were extracted using Google Map's Geocoding API.

We extracted 10 variables describing a restaurant.

- **Locality**: The locality of Jaipur where the restaurant is established.

- **RestaurantName**: Name of the Restaurant.

- **Address**: Street address of the Restaurant.

- **Category**: Restaurant type.

- **CostForTwo**: Cost for a two-person meal.

- **Cuisines**: List of Cuisines offered by the restaurant.

- **Ratings**: Aggregated rating of the restaurant.

- **Votes**: Number of votes.

- **Latitude**: Geographical Latitude of the Restaurant.

- **Longitude**: Geographical Longitude of the Restaurant.

	Locality	RestaurantName	Address	Category	CostForTwo	Cuisines	Ratings	votes	Latitude	Longitude
0	C Scheme	Kanha	E 62, Bhagat Singh Marg, C Scheme, Jaipur	['Sweet Shop', 'Quick Bites']	₹500	['North Indian', 'South Indian', 'Fast Food', ...	4.2	995	26.912258	75.800590
1	C Scheme	Stepout Cafe	P 14, Sehdev Marg, Ashok Nagar, C Scheme, Jaipur	['Café', 'Casual Dining']	₹800	['Cafe', 'Italian', 'Lebanese', 'Mexican', 'Co...	4.5	1385	26.905899	75.802078
2	C Scheme	Burger Farm	3 & 4, Trimurty, V-Jai City Point Building, Ah...	['Quick Bites']	₹400	['Burger', 'Fast Food', 'Beverages']	4.1	1427	26.914246	75.804930
3	C Scheme	Domino's Pizza	C 18, Silver Square Mall, Bhagwandas Marg, C S...	['Quick Bites']	₹700	['Pizza', 'Fast Food']	3.3	1258	26.915043	75.809926
4	C Scheme	Thali and More	C-46 B, Sarojini Marg, Above Punjab National B...	['Casual Dining']	₹1,100	['North Indian', 'South Indian', 'Chinese', 'F...	4.4	2339	26.910926	75.805679

2.2 How will this data help in solving the problem at hand?

The motive behind analyzing Zomato dataset is to get a fair idea about the factors affecting the establishment of different types of Restaurants in different localities in Jaipur. The data that we have extracted helps in achieving exactly what we want. With the help of this data we can answer:

- What kind of food is more popular in a locality?

- How much one must spend to enjoy a good meal in a locality in Jaipur?

- What are some of the best restaurants in a locality?

- Is there a relation between locality and food cost?

- Are ratings affected by how cheap/expensive a restaurant is?

- Are restaurants with more than one cuisine are rated higher?

- If a person is looking to establish a new restaurant, where should they establish it? What cuisines would be the most profitable in a locality?