

# **Locations for New Indian Restaurants in San Jose**

## **1.0 Introduction / Business Problem**

### **1.1 Background**

The market for Indian food is significant and growing in San Jose, California. Drawn to IT and other vocations pertaining to opportunities in technology, around ten percent of the people living in San Jose are Indian. Furthermore, Indian food is very tasty and can be appreciated by people of any ethnicity. Therefore demand for Indian food will continue to grow and there exists, in addition to the profit motive, an unparalleled opportunity to promote authentic Indian cuisine in the bay area.

### **1.2 Problem**

Having acknowledged the opportunity that exists in the bay area, we can see that many possible locations exist where an entrepreneur can start an Indian restaurant. There exist many good locations in San Francisco, Oakland, and San Jose. For the purposes of this Data Science initiative however, we will restrict ourselves to potential venues in San Jose. This is a good restriction because the cost of opening a business is lower in San Jose as opposed to San Francisco. Furthermore, unlike Oakland, San Jose has a higher percentage of Indian people living there. Ultimately, by seeing the efficacy of our methods in San Jose, we can use similar techniques to decide upon the location of future restaurants in other Cities.

### **1.3 Interest**

We will optimize our locations according to two criteria. First, we want to make sure there are few restaurants nearby so our new business will have geographic prominence. Once we do this, we will want to pay special attention to areas with no Indian restaurants within the proximity of our selected location. Finally, once these two conditions are met, we want to find locations as close as possible to downtown San Jose, an area with a higher concentration of tourists. More people are also likely to spontaneously discover our restaurant in downtown San Jose when exploring or just out for a night of fun.