Opening a New Restaurant in Bangalore

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In the city of Bangalore, India if a entrepreneur is looking to open a new restaurant, what type of restaurant would you recommend opening based on the location?

IBM Coursera

Applied Data Science Capstone

4th Week Report

Introduction

India is one of the best target markets to start a business. It is said that India's going to be the third-largest incremental GDP growth engine for the planet by 2030. That's significant if you think about India's size relative to the other massive geographies out there, like China or the US.

The Food and Beverage Sector is one of booming sectors right now given the growth factors aforementioned.

Owning a Food and Beverage Franchise in the given conditions is one of the smartest options for investors who can enjoy a rate of return of 4–5x on an average.

Business Problem

The objective of this capstone project is to analyze different neighborhoods in the city of Bangalore, Karnataka, 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 city of Bangalore, India if a entrepreneur is looking to open a new restaurant, what type of restaurant would you recommend opening based on the location?

Target Audience of this Project

This project is particularly useful to new restaurant owners and investors looking to open or invest in new restaurant in the silicon valley of India ie Bangalore.

Data

To solve the problem, we will need the following data:

- List of neighborhoods in Bangalore. This defines the scope of this project which is confined to the city of Bangalore, India.
  https://en.wikipedia.org/wiki/List_of_neighbourhoods_in_Bangalore
- Latitude and longitude coordinates of those neighborhoods. This is required in order to plot the map and also to get the venue data (Geocoders API)
- Venue data, particularly data related to restaurants. We will use this data to perform clustering on the neighborhoods. (Foursquare API)