

SV CAFE in KOLKATA

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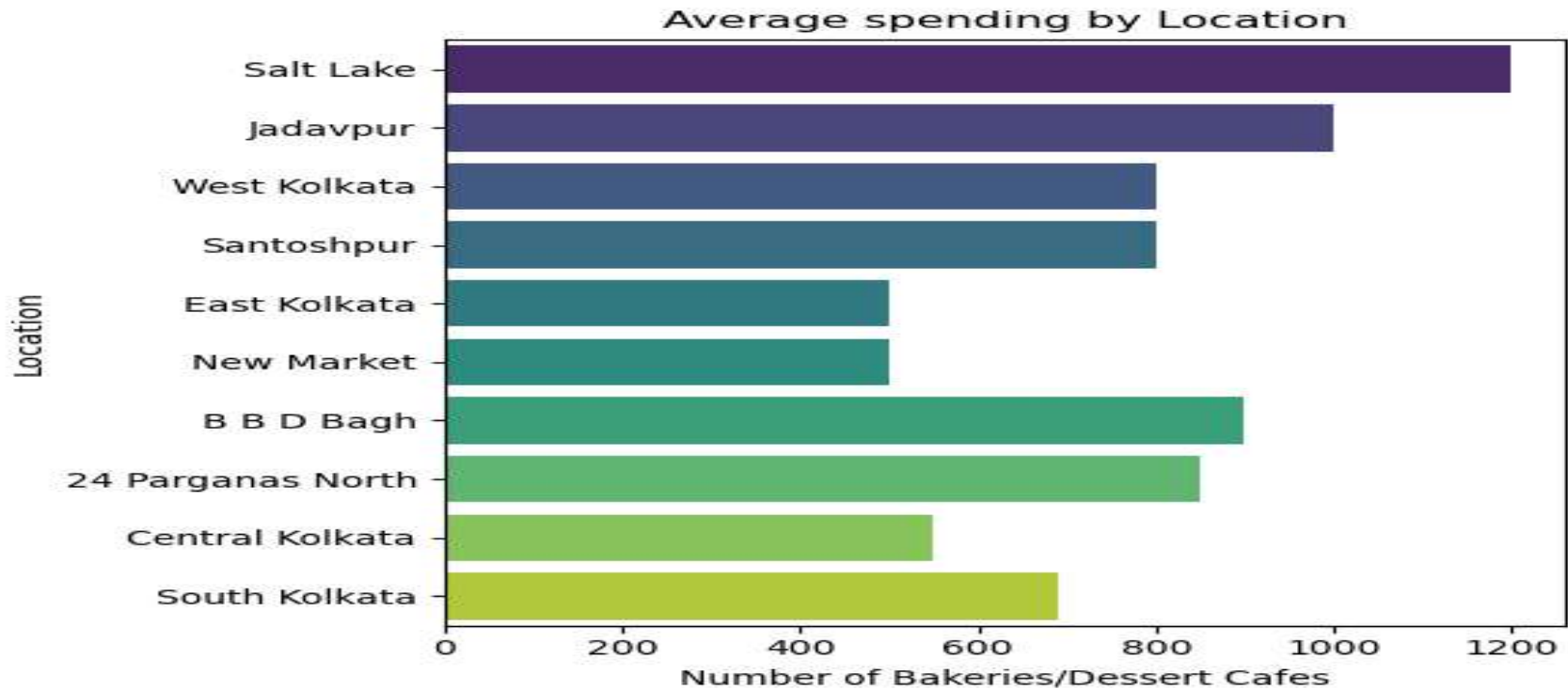
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Abstract:

- Kolkata is an extremely promising place to initiate a cafe business because of the culture and varieties of food. SV Cafe will provide bakery items, soft drinks, and homemade beverages based on preference and current trends of customers.
- Our research included competition density, expenditure of customers, and patterns of demand using data of the cafes and restaurants of Kolkata.
- The research identifies low-competition, high-spending areas suitable for SV Cafe's location. It also investigates the customer's preference for Indian, Chinese, Continental and fast food along with bakery products. Due to exposure to successful cafes, there were positive inferences that shaped a product strategy that is towards health, artisanal, and unique offerings.
- This research is actionable and enables SV Cafe to enter Kolkata's dynamic market with the competitive edge.

1. Based on the data provided, which areas of Kolkata show the highest potential for a new cafe focused on bakery items and beverages? Consider competition density, foot traffic, and average customer spending. What is the most profitable place to start SV Cafe?



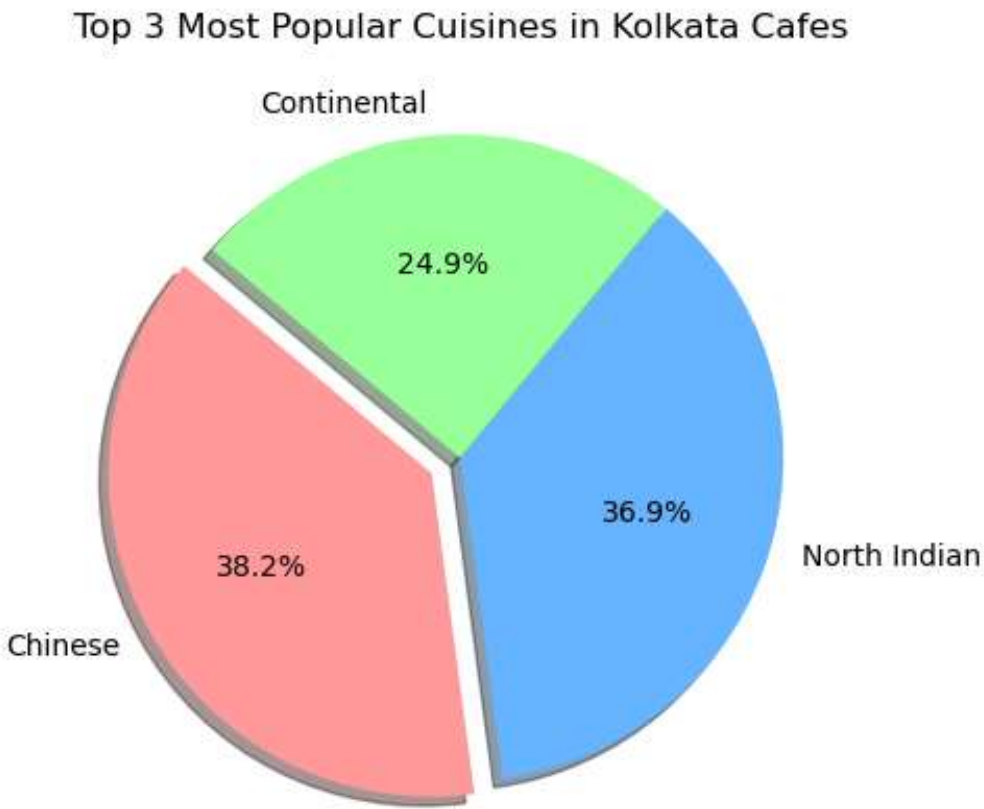
By this we can say that “Salt lake which areas of Kolkata show the highest potential for a new cafe focused on bakery items and beverages”.

2. What are the top 3 most popular cuisines in Kolkata? How does the demand for bakery items, soft drinks, and handmade beverages compare to other food categories? Provide data-driven insights

The top three cuisines in Kolkata are Chinese, North Indian, Continental.
Chinese with 38.2%
North Indian with 36.9%
Continental with 24.9%

How does the demand for bakery items, soft drinks, and handmade beverages compare to other food categories are

	product	avg_price	avg_rating	total_entries
0	Beverages	874.390244	4.063415	41
1	Desserts	742.857143	4.02381	21



3. How are cafes offering bakery items and beverages performing in the current market? Which products are most successful, and how are they priced? Provide an analysis of product-specific performance.

Cafes offering bakery items and beverages:

Average Rating: 4.06

Average Estimated Bill Amount: ₹874.39

Top 10 Products Offered by Cafes:

Beverages	41
Fast Food	22
Chinese	15
Continental	10
Italian	9
Desserts	7
North Indian	5
Bengali	3
Street Food	2
Modern Indian	1

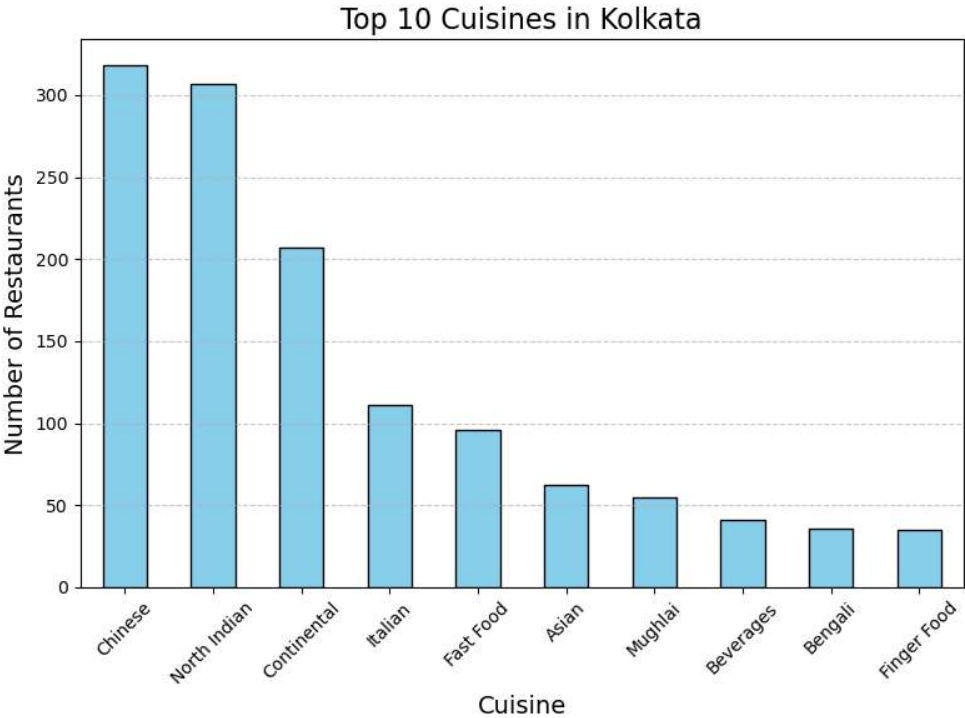
4. Identify emerging food and beverage trends in the cafe industry in Kolkata. Based on the data, what can SV Cafe anticipate in terms of customer preferences for their product categories?

Top 10 Cuisines in Kolkata:

Chinese	318
North Indian	307
Continental	207
Italian	111
Fast Food	96
Asian	62
Mughlai	55
Beverages	41
Bengali	36
Finger Food	35

Top Locations for Bakery and Beverages:

...	
Ballygunge	2
North Kolkata	1
Rajarhat	1



5. Based on your analysis, recommend the best place to start SV Café and suggest an optimal product strategy that leverages popular trends and offers a competitive advantage.

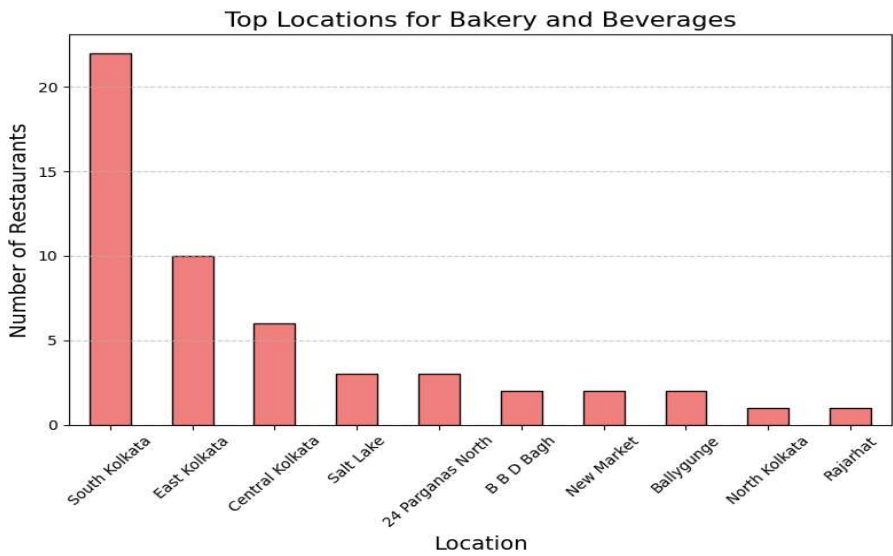
Recommendations for SV Cafe:

Best Location: South Kolkata

Popular Cuisines: ['Chinese', 'North Indian', 'Continental', 'Italian', 'Fast Food']

Average Bill Amount (Competitive Pricing): {'Mean': 1201.1466395112016, '25th Percentile (Lower Range)': 800.0, '75th Percentile (Upper Range)': 1500.0}

Rating Benchmark: {'Average Rating': 4.068839103869654, 'Top Rating': 4.4}



Location 2

24 Parga...

First location2

Rating

2.00K

Sum of ratings

Cuisine 1

Ameri...

First cuisine1

Cuisine 2

Andhra

First cuisine2

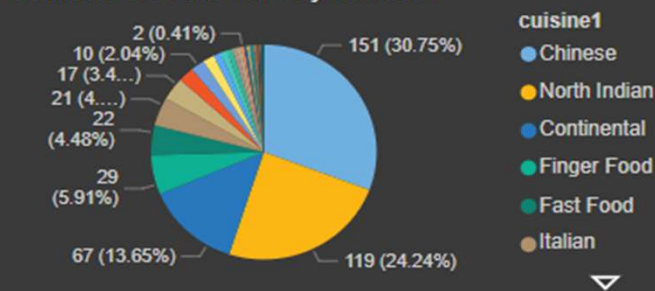
Cuisine 3

Am...

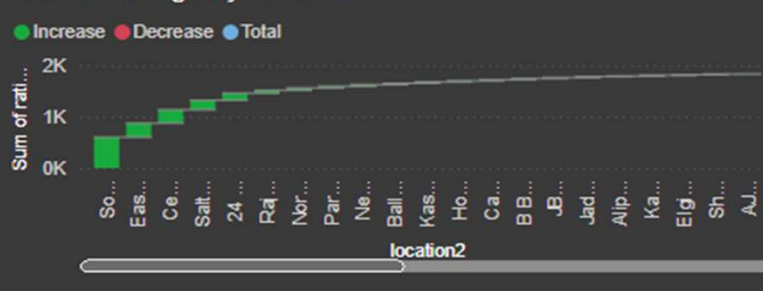
Count of est. bill amt. by cuisine1, cuisine2 and cuisine3



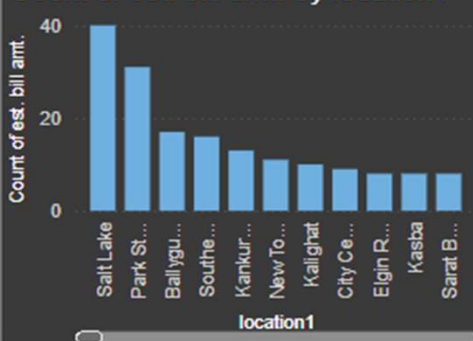
Count of est. bill amt. by cuisine1



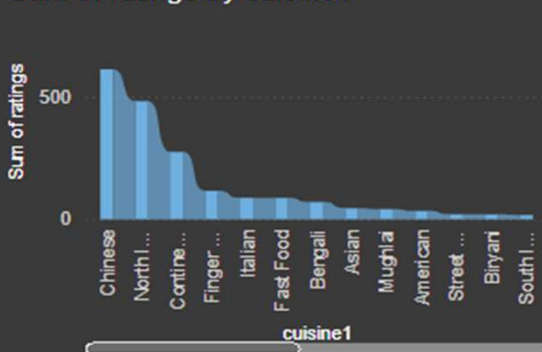
Sum of ratings by location2



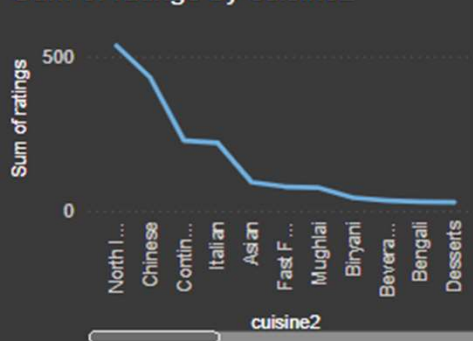
Count of est. bill amt. by location1



Sum of ratings by cuisine1



Sum of ratings by cuisine2



Sum of ratings by cuisine3

