**Best Locations to open a Pizzeria in Bangalore**

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**1. Introduction**

**1.1 Background and description:**

Bangalore, officially known as Bengaluru, is the capital of the Indian state of Karnataka. It has a population of about 10 million and a metropolitan population of about 8.52 million, making it the third most populous city and fifth most populous urban agglomeration in India. Located in southern India on the Deccan Plateau, at a height of over 900 m (3,000 ft) above sea level, Bangalore is known for its pleasant climate throughout the year. Its elevation is the highest among the major cities of India. Bengaluru is widely regarded as the "Silicon Valley of India" because of its role as the nation's leading information technology (IT) exporter. Indian technological organisations such as ISRO, Infosys, Wipro and HAL are headquartered in the city. A demographically diverse city, Bangalore is the second fastest-growing major metropolis in India. Recent estimates of the metro economy of its urban area have ranked Bangalore either the fourth or fifth-most productive metro area of India. It is home to many educational and research institutions in India, such as Indian Institute of Science (IISc), Indian Institute of Management (Bangalore) (IIMB), International Institute of Information Technology, Bangalore (IIITB), National Institute of Fashion Technology, Bangalore, National Institute of Design, Bangalore (NID R&D Campus), National Law School of India University (NLSIU) and National Institute of Mental Health and Neurosciences (NIMHANS). Numerous state-owned aerospace and defence organisations, such as Bharat Electronics, Hindustan Aeronautics and National Aerospace Laboratories are in the city.[1]

With recent rise to prominence of the city there are a large number for working professionals and students who live in the city. Many of these professionals have lived abroad and returned to India recently which creates a huge market for foreign food options which still have limited options in the city. Currently most of the pizza places in the city are all chain restaurants which creates this space for an authentic pizzeria to open up to a large base of customers.

This is a huge opportunity for someone to open an authentic pizzeria where people would be more interested in visiting. Using all the data available all the neigbourhoods can be clustered based on the top venues in each place to identify the right neighbourhoods to open a pizzeria. Using the the housing data I gathered it will be more predictable as to how much a customer in each area will be willing to pay to eat at a pizzeria.

**1.2 Data acquisition:**

The data I will be using are:

* I was able to gather all the coordinates for the pincodes in the city from Kaggle dataset on Bangalore Neighborhoods.[2] The data was present as a csv file with all the pincodes and coordinates in the city.
* Using the Foursquare API I was able to gather information on the popular venues and restaurants in each area.
* I was able to gather data on housing prices in each neighbourhoods using a Kaggle dataset called Bengaluru House price data.[3]

**2. References:**

1. <https://en.wikipedia.org/wiki/Bangalore>
2. [https://www.kaggle.com/rmenon1998/bangalore neighborhoods?select=blr\_neighborhoods.csv](https://www.kaggle.com/rmenon1998/bangalore-neighborhoods?select=blr_neighborhoods.csv)
3. <https://www.kaggle.com/amitabhajoy/bengaluru-house-price-data>