

Kolkata - A Scope for Food Lovers and Businesses

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April 16, 2020

1.Introduction

1.1 Background

Kolkata is a fabulous place to visit. Irrespective of seasons, the city attracts people from various parts of the country and the globe. One of the most famous attributes of its culture is the food. The diversity and vibrancy of food that one can get in Kolkata is unparalleled anywhere in India.

From the visitor's point of view, it makes a lot of sense to look into reviews/ratings and price points and other attributes. Also, most visitors would prefer to stay in a centrally located spot in the city and best if the best restaurants are right across the corner. They select places of stay or dining as per their budget.

Therefore, restaurants/food-based service providers/hoteliers, who contribute to one of the larger sections of the economy in the city consider it important to utilise data for identifying locations or price points which can attract more footfall and therefore generate more profit for their businesses.

Also, it makes a lot of sense for aggregator-based-online-service providers to do either the above or to suggest new visitors with updated information on the same.

1.2 Problem

Past data involving location-ratings-price adds a lot of credence. This project analyses all of these and associated factors and hence aims to identify which places are a person more likely to visit and on what grounds ideally, which can be used by upcoming visitors as well as restaurateurs in their respective fields.

1.3 Interest

Evidently, visitors would be interested in selecting places with good ratings or proximity or pocket-friendly budgets. Restaurateurs would also like to avail such data to align their business models. Online aggregators might utilize such data for its clientele to make better decisions.