

Capstone Project – The Battle of Melbourne’s Neighborhoods

Introduction

Melbourne is the capital of Victoria state and it is the second most populous city in Australia and Oceania. Melbourne area has been a home for Wurundjeri – Aboriginal Australian for more than 40,000 years before the European settlements. Since its establishment in 1835, Melbourne has been a home to population from Europe, China, Indian sub-continent, and the list goes on to more than 200 countries. In fact, almost 50 per cent of Victorians were either born overseas or have at least one parent who was born overseas.

Melbourne has a vibrant Indian community with Indian-born migrants making up 3 per cent of Melbourne’s total population. Deakin University’s Prof. Harminder Singh analysed the tax dataset and finds, “the maximum number of taxpaying skilled migrants were born in India, which makes 20 per cent of the taxpaying population of Australia.” He adds, “Indian-born migrants have paid \$18 billion in tax, second only to those from the UK. Our income as well as tax contribution are going up. It’s a proud statistic for our community.”

Melbourne is a blend of bustling laneways, world-class restaurants, and captivating museums. The locals love their coffee and serve it up in abundance at cozy cafes. The diversity of our communities contributes to our food, shopping, business, entertainment and more. It is just one of the reasons we are one of the most livable cities in the world.

With successful, young Indian community and a diverse population from other cultures who are open to try and explore food, Melbourne is the right place to start an Indian restaurant. As the main target of an Indian Cuisine Restaurant is Indian community. Here I am going to explore all the suburbs of Melbourne so that an entrepreneur can take a decision on the location of the restaurant business.

Business Problem

With the data available from different sources we are going to answer the following questions –

1. List and visualize all the major parts of Melbourne City which have popular Indian Restaurants
2. Find the top 3 suburbs for starting an Indian Restaurant?
3. Which areas lack Indian Restaurants?
4. What is the best place to stay in Melbourne, if you want to stay close to Indian Food?
5. What is the best location to go if you wish to eat good Indian Food?