

# Applied Data Science Capstone Project – “The Battle of Neighborhoods”

## Part 1a – Background

The **National Capital Region (NCR)** of India comprises the prominent urban cities of **New Delhi** (also the capital city), **Gurugram** (formerly **Gurgaon**), and **Noida**, along with several other adjoining districts. Owing to their large multicultural local population as well as steady tourist footfall, both domestic and international (at least during the pre-Covid era), these three cities represent a metropolitan milieu that is particularly conducive to opening a new themed restaurant or café, especially from the perspective of a small to medium-sized enterprise, or even a large and established restaurant chain.

## Part 1b – Business Understanding and Problem Statement

Having discussed the eminence of the NCR region of India as a lucrative location for a new themed eatery, the goal of this project will be to assist businesses interested in opening a new restaurant or café within the cities of New Delhi, Gurugram, or Noida, in identifying appropriate neighborhoods within these cities, for their venture. Recommendations regarding neighborhoods will be based on several important factors such as popular cuisines within similar neighborhoods, competition from pre-existing food joints, and customer traffic, among others.

Hereby, the two-part problem that this project will aim to solve can be defined –

- A. Which neighborhoods of New Delhi, Gurugram, or Noida are ideal for opening a new restaurant or café?
- B. If a new restaurant or café is opened in the neighborhood of choice, which cuisine would have the greatest chance of success?