

Capstone Project - The Battle of Neighbourhoods (Part-1)

-SUHAS SOMASHEKAR

Strategic Location for Establishing a Restaurant

Finding the optimal location in opening an eatery in Bangalore, India using k-Means Clustering

BACKGROUND

Bangalore is the third-most populous city in India with a population of 10 million. It is referred to as the "Silicon Valley of India" (or "IT capital of India") because of its role as the nation's leading information technology (IT) exporter.

Indian technological organisations ISRO, Infosys, Wipro and HAL are headquartered in the city. Bangalore is the second fastest-growing major metropolis in India. Recent estimates of the economy of Bangalore's metropolitan area have ranged from \$45 to \$83 billion. With its population growing rapidly, it has high requirements for quality Restaurants.

The success of establishing a new restaurant depends on several factors: demand, brand loyalty, quality of food, competition, and so on. In most cases, a restaurant's location plays an essential determinant for its success. Hence, it is advantageous and of utmost importance to determine the most strategic location for establishment in order to maximize business profits.

Business Problem

A client seeks to establish a new restaurant in a Bangalore city neighborhood.

1. Which neighbourhood would appear to be the optimal and most strategic location for the business operations?
 2. How will the analysis from this report help the new businesses strategically target the market and help in a high return on investment so is low risk?
 3. What are the neighbourhoods that lack good number of restaurants?
 4. What are the neighbourhoods that contain more number of restaurants?
 5. Which area should a person visit to have a quality food experience?
- The objective of this capstone project is to locate the optimal neighborhood for operation.

- Our foundation of reasoning would be based on spending power, distribution of ethnic group , and competition, across each neighbourhood.
- We will mainly be utilizing the Foursquare API and the extensive geographical and census data from Bangalore's Open Data Portal.

Stake Holders

- Fellow entrepreneurs seeking to either establish a new restaurant of a certain niche or have plans to expand their franchised restaurants would be very interested in the competitive advantages and business values this finding can potentially reap.
- The Neighbourhood will benefit directly from the opening of a new Eatery providing them better choices for their food
- Government which will benefit indirectly from opening of a new Restaurant through collection of taxes.
- People planning to settle in neighbourhoods which have more number of restaurants
- Visitors looking forward to have a good Food Experience.