**The Battle of the Neighborhoods - Week 1**

**Introduction & Business Problem :**

**Problem Background:**

Kalyani is a small town in the outskirts of Kolkata. An owner of chain of restaurants wishes to invest in the town. The locality is still under process of development and some places are more developed than others. The owner wants to open up his restaurant at such a place such that it attract most amount of customer to his restaurant.

The places near the densely populated places are not always a great place for a restaurant as many prefer to go to a place which is a reasonable distance away from a crowded place. We would apply the trend of a particular place and its localities’ habit to visit popular places to predict the best place for opening a restaurant.

**Problem Description:**

A restaurant is a business which prepares and serves food and drink to customers in return for money, either paid before the meal, after the meal, or with an open account. This place has many restaurants already so a tough competition will emerge. It's food culture includes an array of different cuisines influenced by many people who migrated to this town. We can list down the confusion as follows:

1. Places near colleges will attract more students as they prefer eating outside.
2. Location near a housing estates will attracts the middle ages and senior people who are high spender but prefer not to travel very far.
3. Tastes differs for people of different ages so we must select a locality which has people with similar taste like that of speciality of ABC company.
4. Places near public places like parks, museum or playground can attract more customers who are there visit casually.

Eventhough well funded ABC Company Ltd. need to choose the correct location to start its first venture.If this is successful they can replicate the same in other locations. First move is very important, thereby choice of location is very important.

**Target Audience:**

To recommend the correct location, ABC Company Ltd has appointed me to lead of the Data Science team. The objective is to locate and recommend to the management which neighborhood of Kalyani will be best choice to start a restaurant. The Management also expects to understand the rationale of the recommendations made.

This would interest anyone who wants to start a new restaurant in Kalyani.

**Success Criteria:**

The success criteria of the project will be a good recommendation of neighborhood choice to ABC Company Ltd based on Lack of such restaurants in that location and nearest suppliers of ingredients.