Opening a new Restaurant in Colombo, Sri Lanka

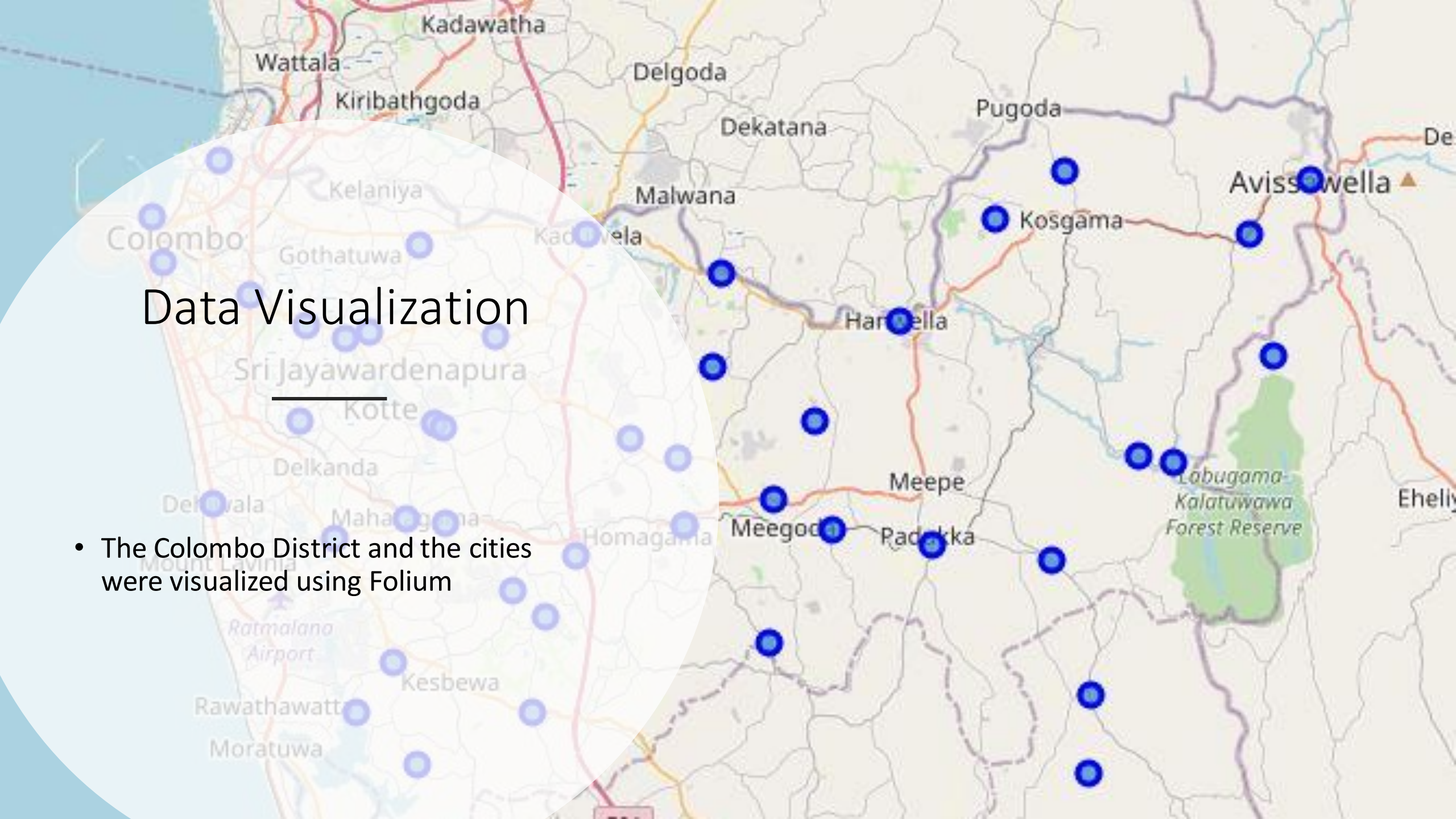# Why select Colombo as a location for a new investment opportunity?

- There is a rapid increase in development in the past few years during the post-civil war era. This has opened up vast opportunities all around the country for investors

- The fascinating heritage and enticing culture has made Colombo one of Asia's most favored tourist destinations

- Sri Lanka has become a popular choice for investors due to:

o Government Stability

o Infrastructure

o Upcoming projects, ports and Airports been built

Data gathered

- Cities of the Colombo District, Scraped from the Wikipedia page 'Postal Codes of Sri Lanka',
using https://en.wikipedia.org/wiki/Postal_codes_in_Sri_Lanka

- Foursquare API was used to obtain the venues and the other relevant details around those cities

- Geopy and Geocoder libraries were used extract the coordinates of the cities
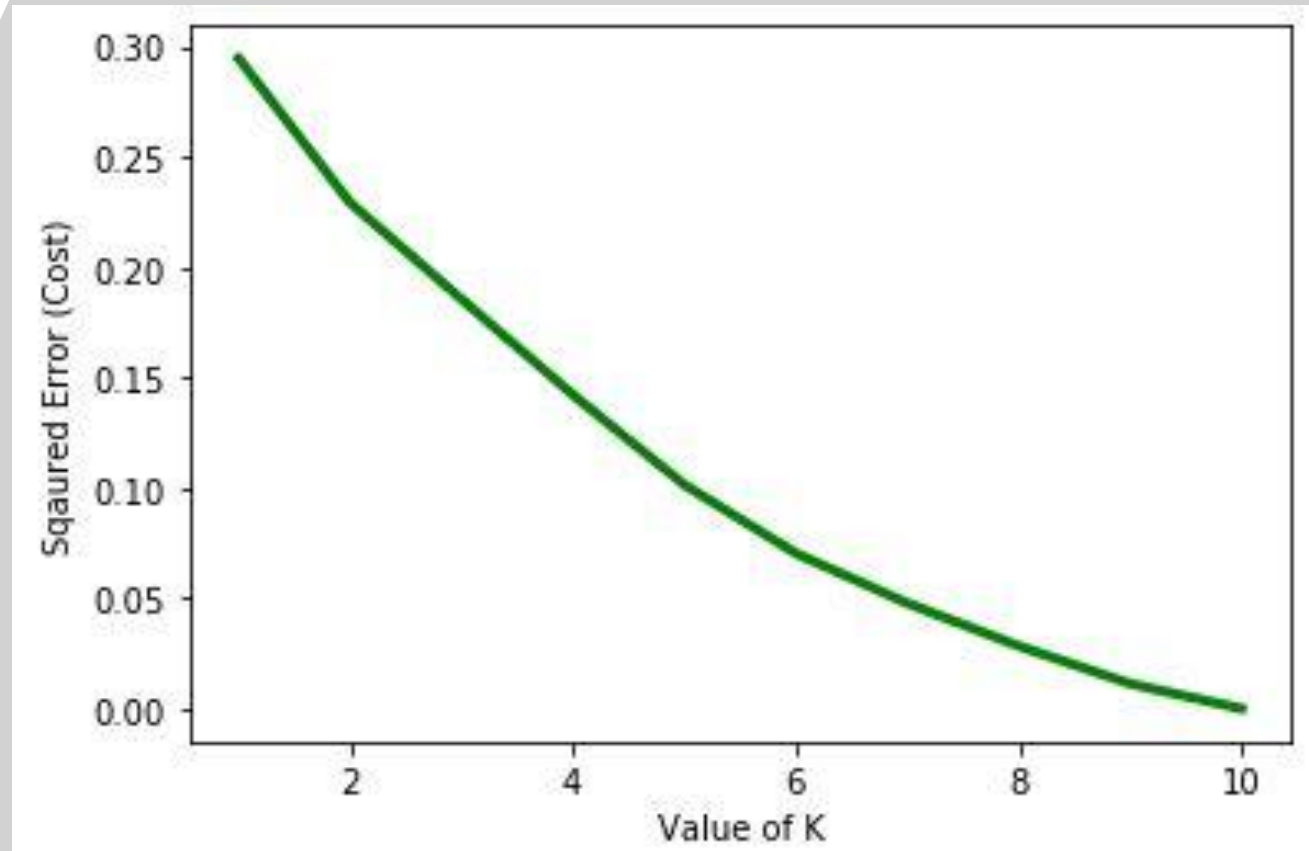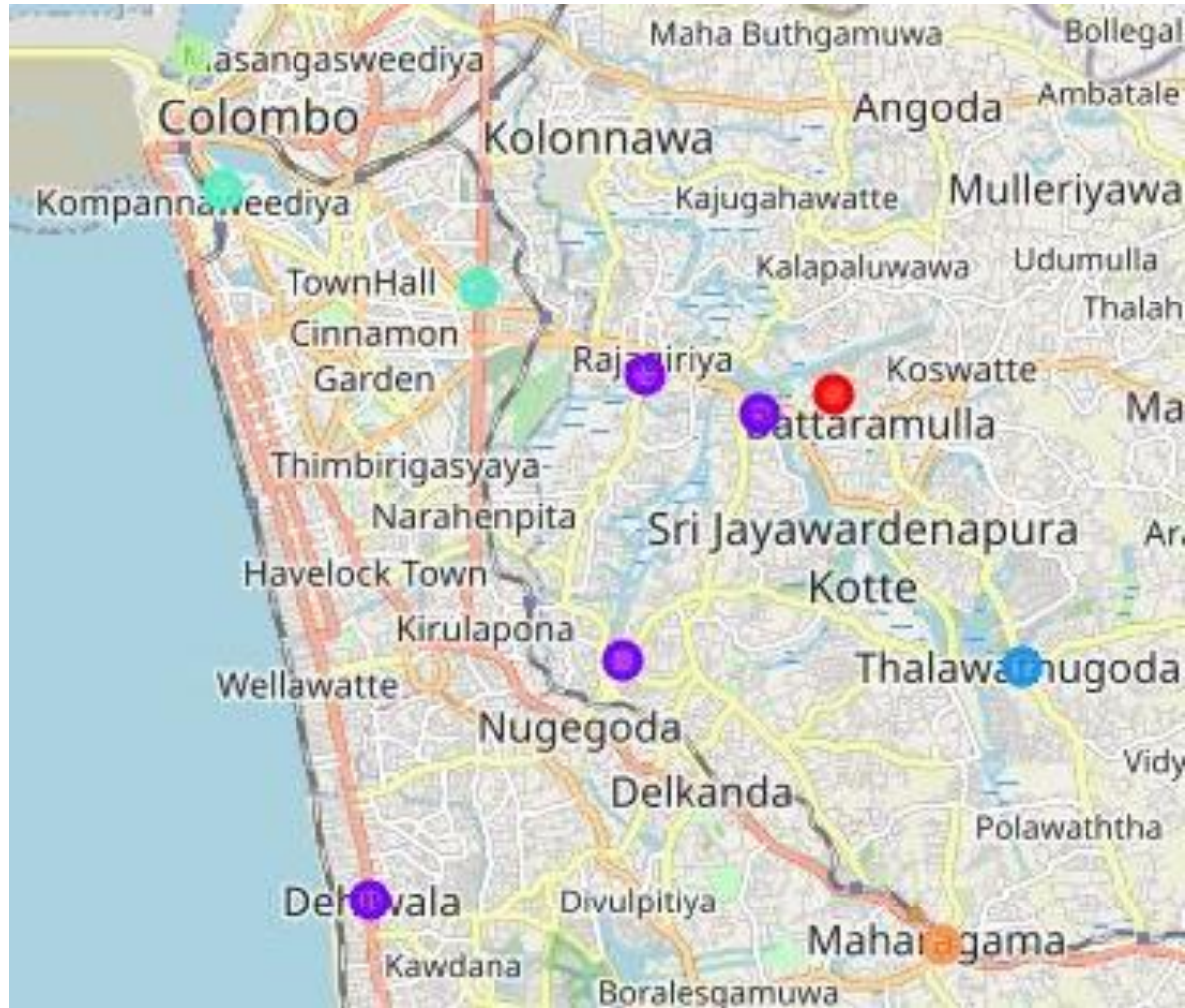
Data Visualization

- The Colombo District and the cities were visualized using Folium

Data Analysis

- After the data wrangling process, the 10 cities with the highest number of venues were selected for our analysis

- Cities, along with their 10 most visited venues were extracted from the data

- K- means algorithm was used to cluster the cities for analysis

- The number of clusters was selected using the elbow method

K-means Clustering

Results

- Cluster 3 contained the busiest cities in the Colombo district, which are Borella and Slave Island, which consisted of the most venues in a 1000m radius.

- The locations that have higher accessibility and visibility while also being more developed and urbanized were understood to be the best locations to select a restaurant

Conclusion and Future directions

- Built a useful model to analyze the cities in Colombo to find the best location for a restaurant

- Accuracy of the model has room for improvement by including more datasets and more variables such as:
  - Land prices
  - Parking Availability
  - Traffic Congestion