

OPENING A NEW ASIAN RESTAURANT IN NEW DELHI, INDIA

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INTRODUCTION

- New Delhi is one of the most diverse cities in India due to the fact that it is the capital of the country.
- With the ever growing population and the increased rate of global influence, different types of cuisines are becoming popular with Asian cuisine being at the fore-front because of its spices and herbs being similar to Indian Food.

Data

- There were two types of data used:
 1. **Foursquare:** This was mainly used to get all the popular venues of the city to determine the best possible location(cluster) to open an Asian Restaurant.
 2. **Wikipedia** (https://en.wikipedia.org/wiki/Category:New_Delhi_district)- This was mainly used to get the list of districts in New Delhi, India to get the data from foursquare.
- *These data together were combined to fine the final result that was mentioned earlier.*

Methodology

- Basic skills from week 3 lab
- Majorly relied on Foursquare API to retrieve all venues of each neighborhoods, analyze them, cluster them and extracting useful information.

Results

- Cluster 0 is a competition free market.

	Neighborhood	Asian Restaurant	Cluster Labels	Latitude	Longitude
0	Chanakyapuri	0.012195	0	28.59506	77.18573
3	Kotla Mubarakpur Complex	0.010000	0	28.57435	77.22419
7	New Delhi district	0.000000	0	28.63720	77.28752

- Cluster 1 is the most congested market at this moment even if it is not yet saturated.

	Neighborhood	Asian Restaurant	Cluster Labels	Latitude	Longitude
4	Laxmibai Nagar	0.030000	1	28.578150	77.206180
5	Moti Bagh	0.029851	1	28.583620	77.164740
8	New Moti Bagh	0.040000	1	28.580997	77.181823

- Cluster 2 faces moderate competition.

	Neighborhood	Asian Restaurant	Cluster Labels	Latitude	Longitude
1	Chittaranjan Park	0.02	2	28.53840	77.24832
2	Connaught Place, New Delhi	0.02	2	28.63394	77.21968
6	New Delhi	0.02	2	28.63095	77.21721

Conclusion

Cluster 1 has the most amount of Asian Restaurants in the New Delhi Area and while Cluster 2 is not that behind, Cluster 0 has almost negligible presence in the Asian Restaurant Market.

Therefore, this project recommends that my friend should capitalize on these findings to open new Asian Restaurant in neighborhoods in cluster 0 with little to no competition or Cluster 2 where there is moderate competition but a relatively established market for it.

Even though the market for Asian Restaurant doesn't seem to be saturated in Cluster 1, the other 2 clusters present a better opportunity at this point.