

*Restaurants in
Mumbai*

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Introduction/Business Problem

According to the website <https://worldpopulationreview.com/world-cities/mumbai-population/>, Mumbai has a population of about 22 million people which creates a high demand for places like restaurants and cafes where people can socialize in a preordained ambiance.

As stated by a blog on www.torgus.com, Mumbai is known to be a melting pot of all regional tastes of India. It is not a surprise that a city like Mumbai that offers impeccable and varied flavors for all palates and all pocket sizes stands for a unique gastronomical experience. From roadside food stalls to hoity-toity restaurants, Mumbai serves it all.

The overall Indian foodservice industry is estimated to be Rs 5.99 trillion by 2022-23, growing at a compounded annual growth rate of 9 percent, a National Restaurant Association of India (NRAI) report said. Pegging Mumbai's organized foodservice market at Rs 40,480 crore, the report noted it was the highest amongst metros in the country.

Target Audience

Entrepreneurs interested in the opening Fast Food Restaurant in Mumbai, who may require external advice concerning what type of restaurants are in trend and where exactly it should be originated which could create a high chance of being successful. Fast Food Restaurant category is based on personal preference but this analysis can be applied to any business.

Data Description

I used the following data to analyze the city of Mumbai

1. Neighbourhood Data

Using pandas converted the table on <https://www.mapsofindia.com/pincode/india/maharashtra/mumbai/> website consisting name of the neighborhood with respect to its Pin code.

2. Geopy.geocoders

Using geopy.geocoders library to get the latitude and longitude of each neighborhood in Mumbai.

3. Foursquare API

Using Foursquare API to explore venue information for each neighborhood in the Mumbai city. Some features extracted include 'Venue', 'Venue Category', 'Venue Latitude', 'Venue Longitude', etc.