The Battle of
Neighborhoods

REPORT ON THE MOST FAVORED CUISINES IN BENGALURU

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Analysis of Neighborhoods

- Analyzing neighborhoods for the cuisine preferences gives a better idea about the business/Restaurant to be established.

- Helps understand competition and demand.

- Can help pivot existing businesses to fine tune their services.

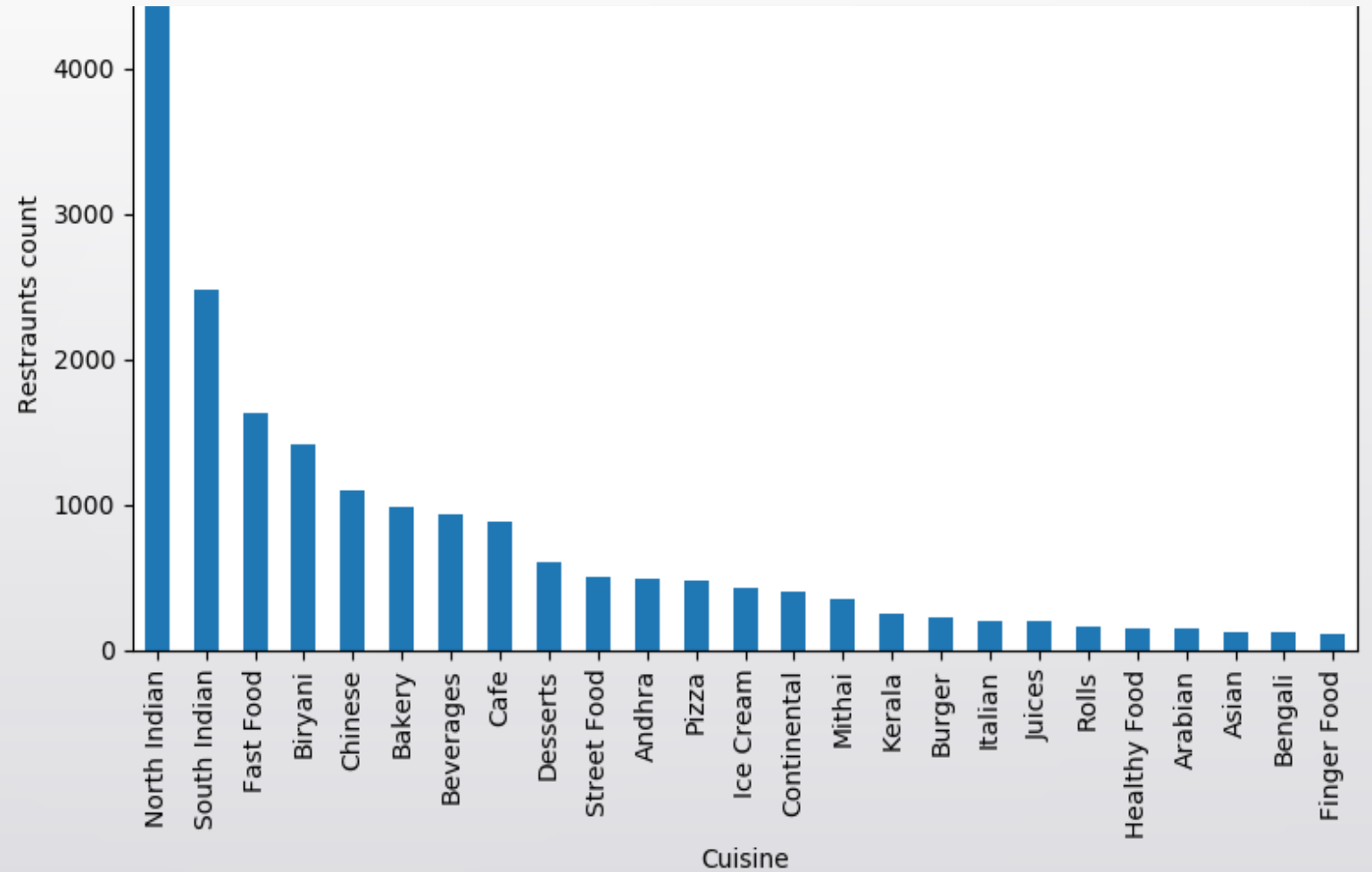- Experimenting with new cuisines with the help of previous preferences.

Data Acquisition and Cleaning

- Data related to Restaurants across India is taken from Kaggle dataset
  - URL: https://www.kaggle.com/ngokulakannan/zomato-india-restaurants2-lakh-restaurants-data

- Data related to neighborhoods of Bangalore is taken from Wikipedia page
  - URL: https://en.wikipedia.org/wiki/List_of_neighbourhoods_in_Bangalore

- After acquiring this data, data related to Bangalore is filtered from the rest and is then subjected to exploratory Analysis.

Tracking Cuisines and Restaurants

From the Graph,

- Top most cuisines are those which are regional.

- Bangalore is still adapting to newer cuisines and is a good sign

- International cuisines of potential include:
  - Italian
  - Ice cream
  - Burger
  - Bakery
  - Continental

Further Exploration

- Upon extracting data related to these cuisines such as rating and cost for two, the table on the right is populated.

Cuisine	Average Rating	Average Cost for Two
Italian	3.85	914.43
Ice Cream	3.74	254.3
Burger	3.67	434.6
Bakery	3.56	358.2
Continental	3.88	1084.75

Comparison with Top Cuisines

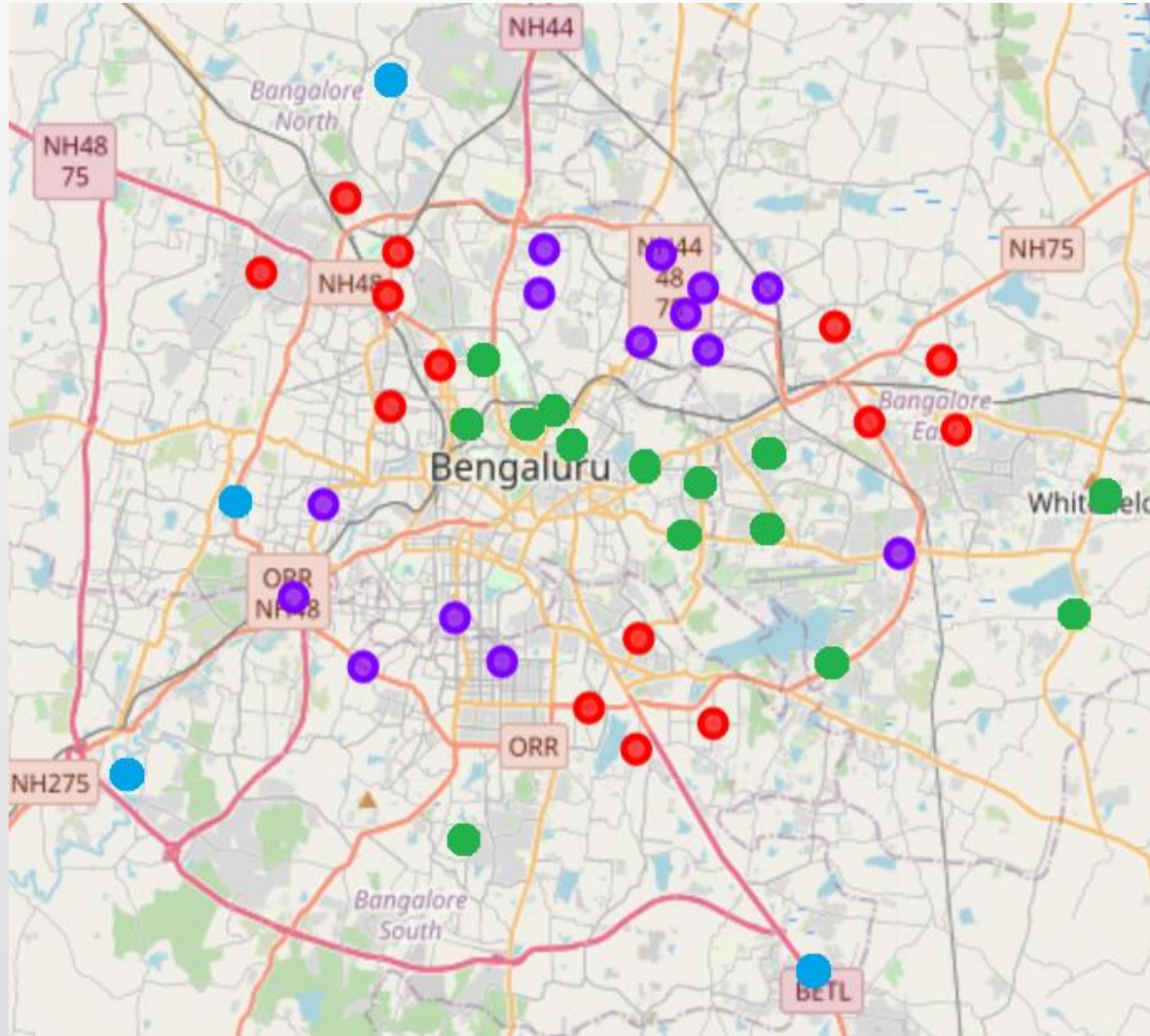| Cuisine	Average Rating	Average Cost for Two	Number of Restaurants
Continental	3.88	1084.75	396
Italian	3.85	914.43	201
Ice Cream	3.74	254.3	429
Burger	3.67	434.6	224
South Indian	3.57	288.48	2476
Bakery	3.56	358.2	978
North Indian	3.54	498.28	4550
Fast Food	3.51	289.53	1633

Findings

- The cuisine with least average price in the list is Ice cream but for that price, the number of restaurants is high as competition would not allow major profits.

- Even though Italian Average Cost for Two is high, its rating is high, and the number of restaurants is relatively low.

- This can mean that there is a decent amount of demand for Italian.

- And coming to Burger, it would be an ideal choice as its rating average cost and the number of restaurants are relatively favoring.

Exploring Venues in Bangalore

- Venues are explored based on Foursquare API data and from the neighborhood list from below link:

- URL: https://en.wikipedia.org/wiki/List_of_neighbourhoods_in_Bangalore

- Data related to these neighborhoods is fetched and clustered for better analysis.

- k-means clustering is applied to the processed data to create clusters accordingly. Here k is chosen as 4 for simplicity.

Clustering Output

🟥	Cluster 1
🟩	Cluster 2
🟪	Cluster 3
🟦	Cluster 4

S. No	Cluster	Burger Frequency	Italian Frequency	Neighborhoods
1	Cluster 1	Second and Furth Most Visited	First and Second Most Visited	Jalahalli, Mathikere, Peenya, Yeshwanthpur, Bommanahalli, BTM Layout, HSR Layout
2	Cluster 2	Eighth Most Visited	Ninth Most Visited	Horamavu, Kalyan Nagar, Kammanahallil, Hebbal, R. T. Nagar, Nayandahalli
3	Cluster 3	Not frequently Visited	Eighth Most Visited	Vidyaranyapura, Yelahanka
4	Cluster 4	Fifth Most Visited	Eighth Most Visited	Cantonment area, Jeevanbheemanagar, Shivajinagar, Vasanth Nagar, Varthur

Findings

Conclusion

- ***The Most profitable Cuisines to serve in Bangalore are:***

Italian – Costly but reliable

Burger - Budget Friendly and profitable

Suited Neighborhoods for Burger Cuisine:
- HSR Layout
- Bommanahalli

Suited Neighborhoods for Italian Cuisine are:
- Yeshwanthpur
- Jalahalli
- Mathikere
- Peenya

Thank You

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