

# Capstone Project – The Battle of Neighborhoods

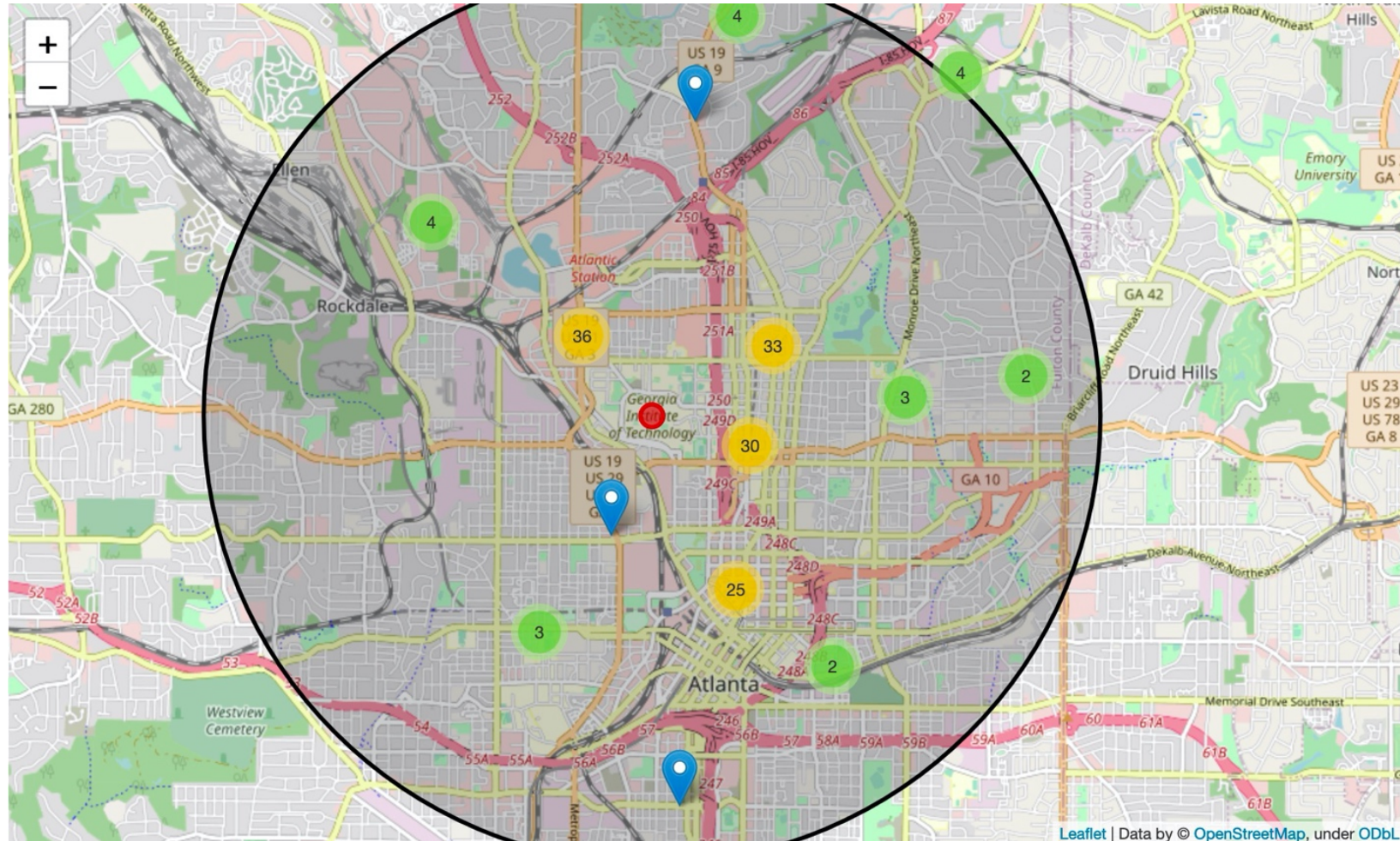
Best location for a new Indian Restaurant  
Near Georgia Tech, Atlanta

Venkatavaradan Sunderarajan

# Introduction

- This project will focus on:
  - Mapping existing dining locations in and around GT campus
  - Classifying them based on cuisine, distance, popularity
  - Identifying opportunities for new restaurants and/or cafes.
- Target audience: **active entrepreneurs in the catering and food industry**

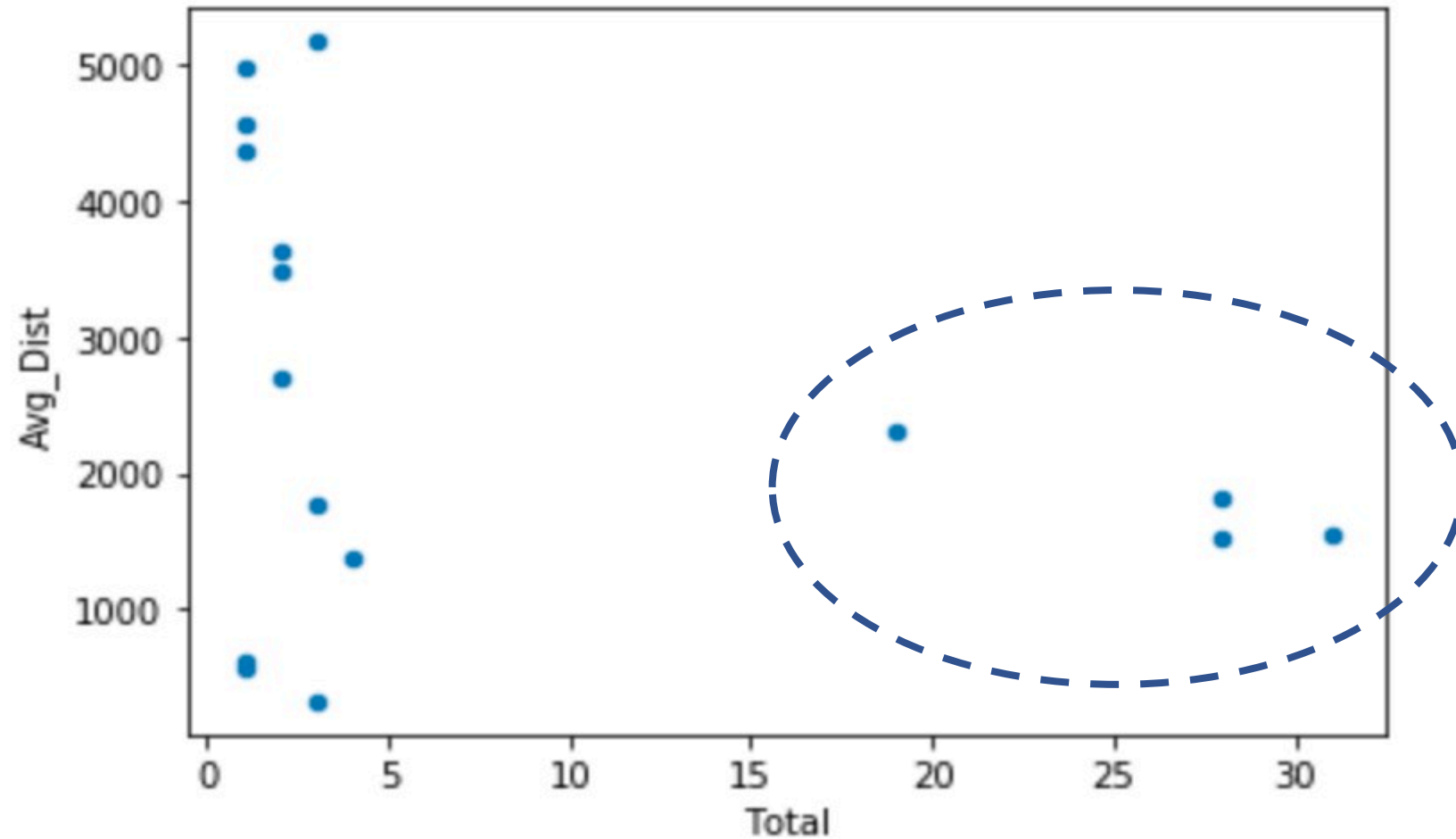
# Spread of dining options around campus



# Most popular neighborhoods for dining

	lat	lng	Avg_Dist	Total
postalCode				
30308	33.772658	-84.383830	1541.709677	31
30318	33.785068	-84.409562	1527.464286	28
30309	33.785303	-84.386091	1825.750000	28
30303	33.758130	-84.386607	2317.789474	19
30315	33.765552	-84.394437	1582.000000	4
30332	33.775043	-84.399277	324.000000	3
30363	33.791586	-84.399646	1770.000000	3
30324	33.810764	-84.361743	5177.666667	3

Ideal combination: Low avg. dist + high popularity zone



# Very few Indian Restaurants: ONLY 2!

	postalCode	American	Asian	Chinese	Cuban	Ethiopian	Fast Food	Indian	Italian	Japanese	Korean	Mediterranean	Mexican	Spanish	Vietnamese
0	30303	9	0	1	0	0	0	0	0	1	1	2	1	0	0
1	30308	5	1	0	1	1	0	0	3	0	0	1	1	1	0
2	30309	8	0	0	0	0	0	2	2	1	0	2	1	0	1
3	30318	5	1	0	0	0	1	0	2	1	0	0	2	2	1

# GT Student population

- >20% Student population from India
- Total population > 32,000

# Opportunity is RIPE!

- Best locations: 30303, 30308 and 30318
- Average distance: 0.5 – 1 mile from campus