

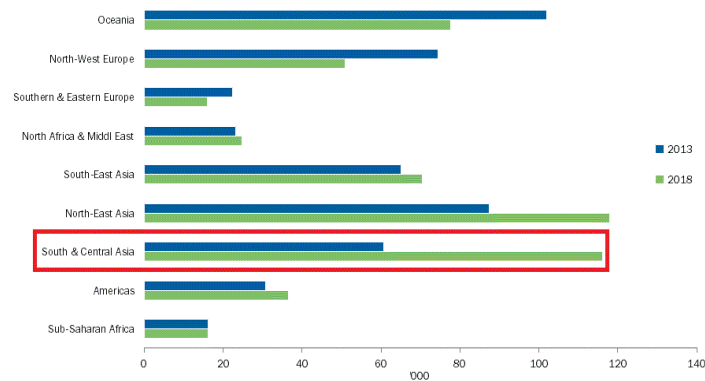
Predicting the best location of a new restaurant.

1. Introduction

1.1. **Background:**

There has been a great increase in the number of people migrating from the South and Central Asia to Australia. According to the Australian Bureau of Statistics there has been an 50% increase in the total migrants coming from the South and Central Asia between the year 2013 and 2018.

The two predominant group bring from India and China. This means that the demand for Indian and Chinese products and services have significantly increased over the year.



1.2. **Business Problem and Target Audience:**

This report is targeted to the audience/stakeholders who are interested in opening an Indian restaurant in the city of Melbourne, Australia. For this report we have only considered one subset of migrants typically from the Indian Subcontinent. Since there are a lot of Indian Restaurants in Melbourne, we will be focusing particularly on areas with no or very few Indian restaurants in vicinity and its distance from the Melbourne CBD. Through this approach we have already filtered the outliers such as non-Indian restaurants and areas crowded with Indian restaurants.

2. Data Acquisition

The neighbourhoods/areas will be parcellated into grids for the better visuals and conveniences.

These data point have been sourced keeping in mind the business problems and factors that will influence our decision.

The information required for the assessment will be sourced from the following areas.

- Number of restaurants and their type and location will be sourced from the Foursquare API.
- Coordinates of the Melbourne CBD will be obtained through the Nominatim API.
- Reverse geocoding via Google Maps API will be used to obtain the approximate addresses of the stakeholder's areas generated algorithmically.

- Data obtained from Corra of the suburbs in Australia along with the latitude and longitude. Data cleaned and filtered for the state of Victoria. Click [here](#) to access the original data