

# Analysis of the Restaurant Market in South Mumbai

Coursera Capstone Project

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# Introduction

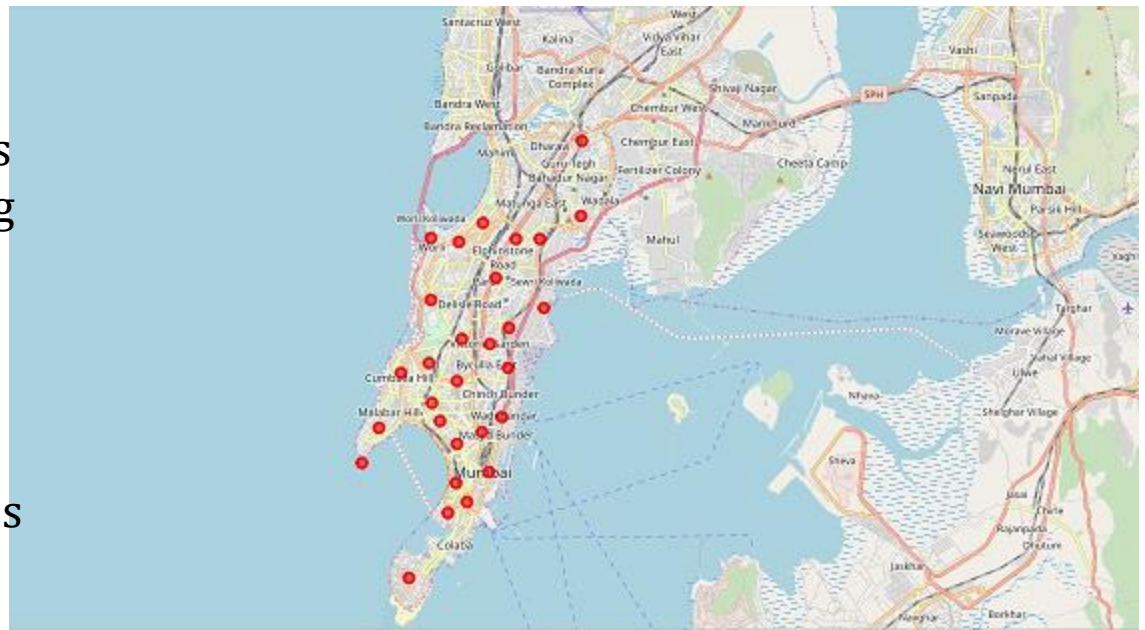
Mumbai is the financial, commercial and entertainment capital of India and also one of the world's top ten hubs of commerce.

“South Mumbai “is the Mumbai City district comprises the city's main business localities, making it the wealthiest urban precinct in India and the world.

## Problem Statement:

If we are to consider an business or investment opportunity to open or expand a restaurant in South Mumbai then,

- What is an optimum location in a budget?
- Which kind of restaurant service?



# Data Gathered

To choose a right location and serving type, effective data analysis is essential. Data we collected are:

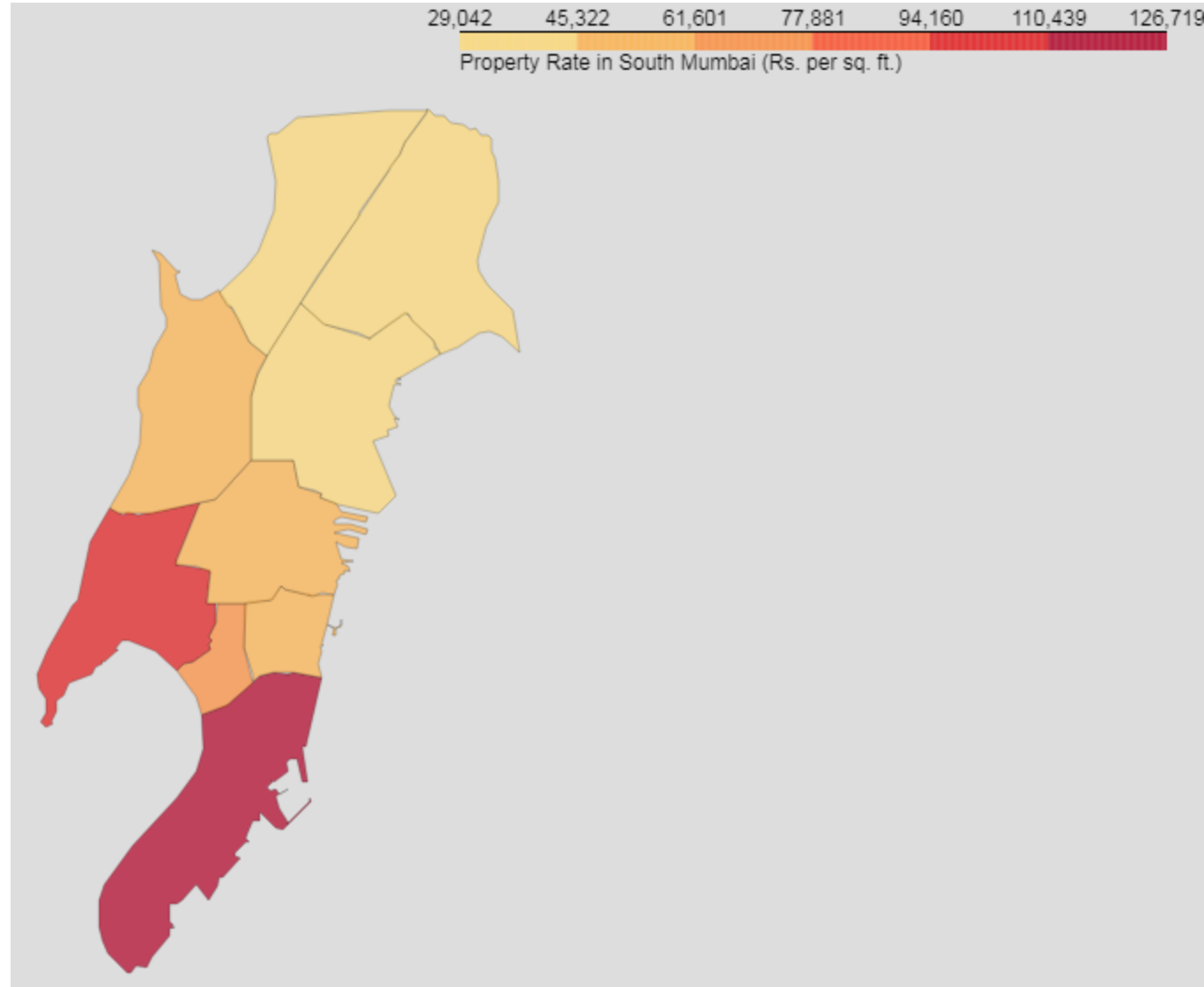
- 1. Property rate of different location (rent / purchase)
- 2. Demography of different location
- 3. Restaurants and their types in different locations
- 4. Cuisine type served by competitors or restaurants
- Etc.

# Methodology

- Data Cleaning
- Data Filtering
- Data Transformation
- Data Visualization and Analysis
- Clustering

# Property Map of South Mumbai

- For Buy or Rent Restaurant Space
- Given Property rate in Map is for buying



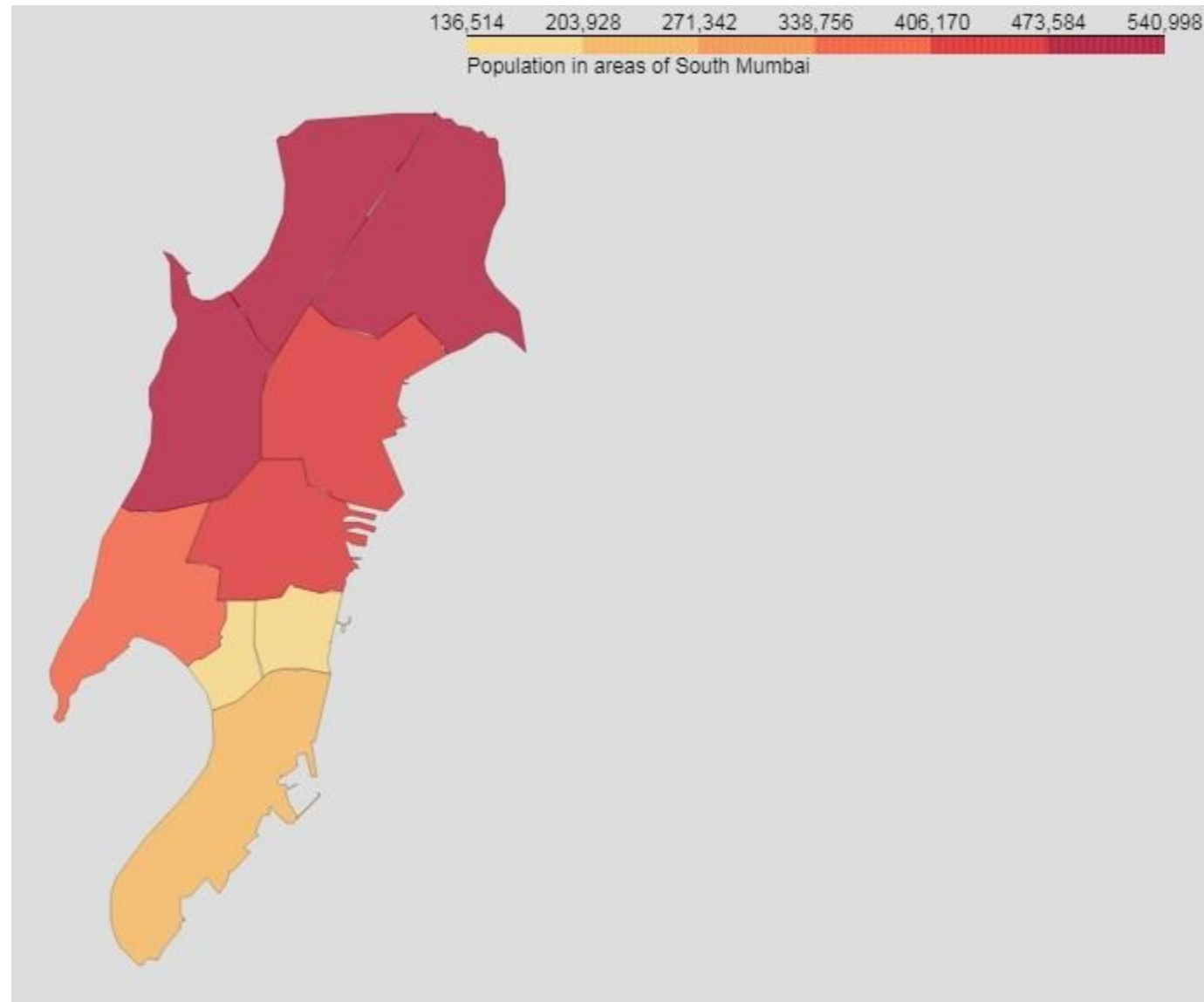
# Top 5 Costliest Property Area of South Mumbai

Area	Avg. Price (Rs. Per Sq. Ft.)
Asvini , Colaba , Colaba Bazar , Holiday Camp , V.W.T.C.	68817
New Prabhadevi Road , Prabhadevi	84831
Cumballa Hill , Cumballa Sea Face , Dr Deshmukh Marg , Gowalia Tank	94247
Nariman Point , New Yogakshema	109457
Malabar Hill	125761
Rajbhavan (Mumbai)	125761

# Population Density of South Mumbai

## Factors:

- More Customers
- Faster Growth Rate



# Top 5 regions of South Mumbai with Highest Number of Restaurants

High Court Building (Mumbai), Mantralaya (Mumbai), Secretariate	74
Central Building , Churchgate , Marine Lines	50
Nariman Point , New Yogakshema	36
Cumballa Hill , Cumballa Sea Face , Dr Deshmukh Marg , Gowalia Tank	23
Ambewadi (Mumbai), Charni Road , Chaupati , Girgaon , Madhavbaug , Opera House	20



## 'Top 5 regions of South Mumbai with Lowest Number of Restaurants'

Antop Hill , B P T Colony , C G S Colony , Wadala Truck Terminal	2
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Chunabhatti , Raoli Camp , Sion , Transit Camp	3
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Dockyard Road , Mazgaon , Mazgaon Dock , Mazgaon Road , V K Bhavan	4
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Cotton Exchange , Kalachowki , L B S N E collage , Reay Road , Tank Road	4
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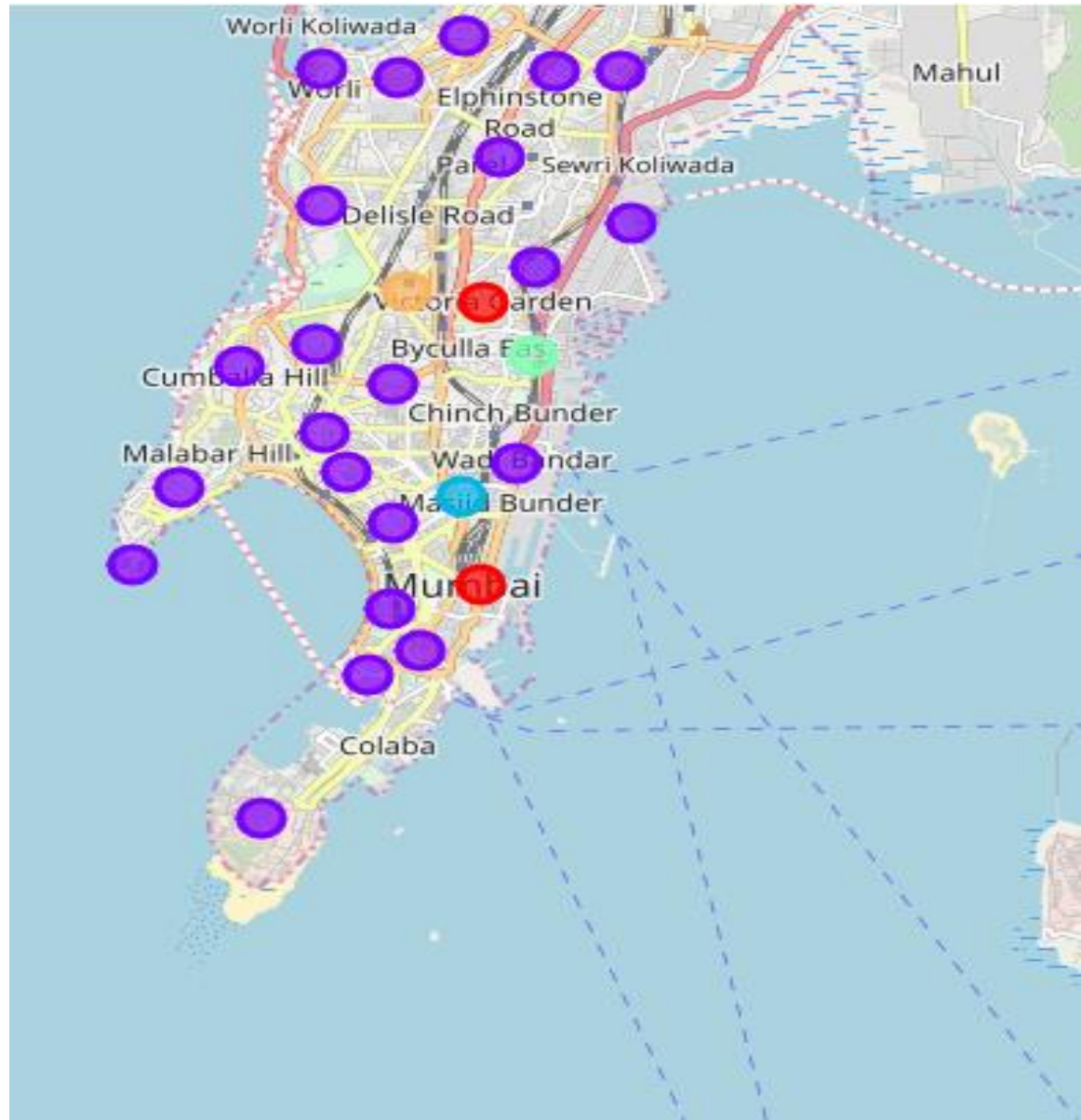
Chinchbunder , Noor Baug , Princess Dock	4
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# Types of Restaurant Service

- American Restaurant
- Asian Restaurant
- BBQ Joint
- Bakery
- Bar
- Bengali Restaurant
- Café
- Chaat Place
- Cheese Shop
- Chinese Restaurant
- Cocktail Bar
- Coffee Shop
- Cupcake Shop
- Deli / Bodega
- Dessert Shop
- Diner
- Donut Shop
- Fast Food Restaurant
- French Restaurant
- Fried Chicken Joint
- Hotel Bar
- Ice Cream Shop
- Indian Restaurant
- Irani Cafe
- Italian Restaurant
- Japanese Restaurant
- Juice Bar
- Lounge
- Mediterranean Restaurant
- Middle Eastern Restaurant
- Multicuisine Indian Restaurant
- Pizza Place
- Pub
- Restaurant
- Seafood Restaurant
- Snack Place
- Tea Room
- Vegetarian / Vegan Restaurant

# Most Popular Restaurant Food Type in South Mumbai

- Indian Restaurant, i.e. restaurant that serves Indian Cuisine are most popular in the majority part of South Mumbai.



# Top of 5 Restaurant Type in South Mumbai

- Indian Restaurant - 47
- Café - 29
- Fast Food Restaurant - 20
- Chinese Restaurant - 17
- Bakery – 15

Note: In India, Bakery and Cake shop etc also provide fast food kind of service in India.  
Their menu also contains items like burger, pizza, puff and some Indian fast foods like samosa, vadapav etc.

# Top of QSR Franchises in South Mumbai

- Café Coffee Day - 13
- Subway - 8
- Domino's - 5
- McDonald's - 3
- Monginis - 3
- Baskin – Robbins – 3

# Result

- Most Popular Food in Restaurant is “Indian”.
- Apart from Indian dishes other popular food items are
  1. Fast Foods  
Burgers, Vadapav, Pizza, Samosa
  2. Chinese Dishes
- Most saturated restaurant business area are Nariman Point, Marine Lines, Chaupati, Cumballa Hill, Gowalia Tank, Opera House, Girgaon etc.
- Least saturated restaurant business area are Antop Hill, Chunabhatti, Mazagaon, Reay Road, Chinchbunder, Dockyard Road, Cotton Exchange etc.

# Discussion

- Analysis is performed on limited data set.
- Re-run analysis with updated information.
- Home delivery option for restaurant is also gaining momentum due to food apps like Zomato, Foodpanda, Swiggy so location connectivity is also important
- Property price is variable even for the same location.

# Conclusion

- Analysis is performed on limited data set gathered from “Foursquare”
- Re-run analysis with updated information for better approach.
- Marine Lines and Nariman Point etc has high concentration of restaurant business . Wadala and Sion has good number of restaurants but not as many to count to saturated.
- For restaurant type it is mentioned that Indian Restaurant is preferred one however saturation and competition needed to identify for a preferred venues.





Thank you