

Understanding Restaurant in Bengaluru

Introduction & Business problem:

Problem Background: Bengaluru in Karnataka India is one of the fastest growing cities in the world. Hence it is imperative that it becomes a battleground for restaurateurs and businessmen to gain market share specially in the culinary industry. Hence as an entrepreneur it can be difficult to find and isolate a location for opening a new restaurant. As the market outlook in Bengaluru is highly competitive it is important to plan and analyse the current market as well as understating the need for your product which in this case is a restaurant.

Problem Description : The purpose of this report is to help budding entrepreneurs understand the outlook of the restaurant business in Bengaluru. Also, to provide them with suggestions such as the type of cuisine and area they should focus on in order for the business to be successful.

The Key factors we would be focusing on in order to make any suggestion are :

- The current trends in terms of cuisine and type of restaurant.
- Finding the most promising locations for the new business.
- Understanding the overall market outlook.
- Using Foursquare and Folium in order to explore and map data points.

Target Audience: the target audience for this report are entrepreneurs and business owners looking to establish new restaurants in Bengaluru.

Success criteria: for this project, narrowing down the cuisine and location for the new venture to be established is a critical success factor.

Data Requirements:

- 1) We will be using a Kaggle dataset : <https://www.kaggle.com/himanshupoddar/zomato-bangalore-restaurants> which contains information about restaurants in bangalore with fields such as :url, address, name, online_order, book_table, rate, votes, phone, location, rest_type, cuisines, etc. This dataset will be used for exploratory data analysis and recommendations.

% url	A address	A name	✓ online...	✓ book_la...	A rate	# votes	A phone	A location	A rest_type
1	https://www.zomato.com/bangalore/jalasa-banashankari?context=eyJzZ3I6eyJ1IjpbNTg2OTQs1E54MzclNDQ61wNTkwOTA1LC1xODR4Mjk8NCIs1E54MjE0NjY21wNTkyODk1LC1xODR3MzZMNiJdLCJ0IjoiUmVudG91cmFudHMga84QOmFuYXNo...	942, 21st Main Road, 2nd Stage, Banashankari, Bangalore	Yes	Yes	4, 1/5	775	080 42297555 +91 9743772233	Banashankari	Casual Dining

Fig 1: Snapshot of Kaggle dataset

- 2) Secondly, foursquare data for location and venues will be used to supplement and enhance the Kaggle data set. The foursquare API will be used to find and explore current – real time information about particular areas within Bengalure. We will focus on finding and analysing restaurants, gathering information such as latitude, longitude and venues within an area.