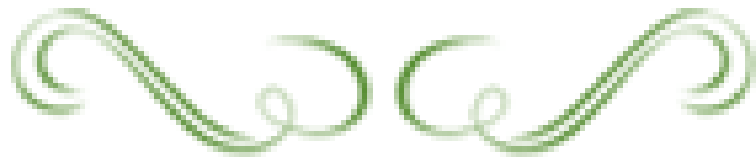




*Pan*



*France Spain Pakistan*

# Opening a Debut Bakery

Karachi Pakistan

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## Mission Statement

**Pan** is an established company in Spain & France and wants to expand its horizons to Pakistan now. Through this project, we will provide Pan with all the necessary data required to open a debut bakery in the largest city of Pakistan.



# Business Problem

Advising an International Food Chain



## Debut Bakery

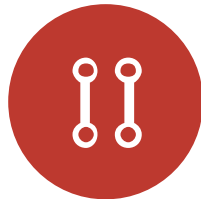
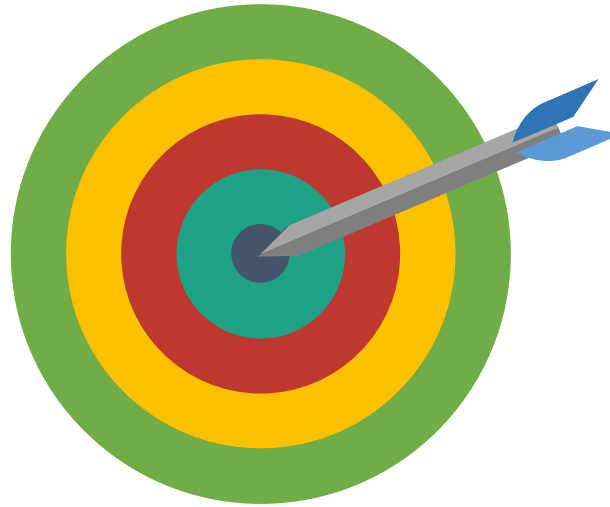
Pan wants to establish itself in a new country and market and wants to know the optimal location for a debut bakery in Karachi, Pakistan



# Methodology

For Analyzing and Extracting Information

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Neighborhood  
Data



Coordinates



Venue  
Data



Clustering

# Data

Data Acquiring Cleansing & Analysing

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**BeautifulSoup**  
To get data from  
Wikipedia page



**OpenCageGeocoder**  
To get coordinated  
for neighborhoods

**Foursquare API**  
To get venue data for  
neighborhoods

# Results

## Neighborhood Clusters

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0

Cluster 0  
Highest Concentration of  
Bakeries

1

Cluster 1  
Lowest Concentration of  
Bakeries

2

Cluster 2  
Moderate to Low  
Concentration of Bakeries

3

Cluster 3  
High to Moderate  
Concentration of Bakeries

**Thankyou**