Coursera Capstone Project

IBM Applied Data Science Capstone

Opening a New Bakery in Karachi, Pakistan

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Introduction

Bakeries are becoming an essential part of a city's fabric. From daily requirements of bread and comfort foods to birthday cakes and sweets, it is a sound business investment especially in metropolitan cities. Everyone eats bread and thus we patronize select bakeries in our area. Consequently, loyal customers are developed who, by word of mouth, spread the good news about our products. We will use this as basis of our new venture. The largest metropolitan city in Pakistan is Karachi (Wikipedia, n.d.). For this project we will be considering a hypothetical company by the name of "**Pan**". This company has a chain of bakeries in France and Spain and want to introduce themselves in a new market. They require data for towns in Karachi and already existing bakeries in those areas, so that they can strategize accordingly.

Business Problem

The objective of this capstone project is to analyze and select the best locations in the city of Karachi, Pakistan to open a new bakery. Using data science methodology and machine learning techniques like clustering, this project aims to provide solution to answer the business question: In the city of Karachi, Pakistan, how can **Pan** establish itself by opening bakeries in a few key locations?

In this project we will provide **Pan** with location data of all neighborhoods and all venues present within those areas. We will then proceed to analyze the location of all the bakeries in the city and identify potential segments for our debut bakery.

References

Wikipedia. (n.d.). *Largest Cities*. Retrieved from

https://en.wikipedia.org/wiki/List_of_largest_cities_in_Pakistan