

**CS5140 Data Mining**  
**Aaron Goh & Ritesh Sharma**  
**Project Proposal**

1. Aaron Goh & Ritesh Sharma are the members in the group
2. We plan to use data that calculates the following:

Business Geographical Analysis

1. Where are businesses the most successful
  - a. Net Profits
  - b. Gross Profits
  - c. Expenses
    - i. Labor
    - ii. Cost of Rent
  - d. Rate of Growth
2. Demographics
3. What type of businesses

To find this data, we intend to use open source data gathered from the Utah government located in <https://www.utah.gov/data/> and <https://www.utah.gov/about/demographics.html>

3. We hope to mine data to structure around geographic locations that indicate success for different subsets of businesses around Utah.
4. This problem is interesting as it determines for potential business owners where the most ideal locations are to start for differing business sub-types.
5. This method will allow a simple solution for market analysts which scales down the time to analyze the Utah market significantly on a yearly basis.