Capstone Project
Clustering of Mobile Phone Shops
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1. Introduction

1.1. Background

Selection of a location for a Point Of Sale (POS) is a key decision for any retail or service business. The launch of a new POS requires usually significant resources in form of money and time spent on preparation of the location. Once this money spent it becomes sunk cost.

1.2. Problem

The purpose of this report is to verify whether clustering of existing Mobile Phone Shops (MPSes) based on information about surrounding venues available at Foursqare may reveal some patterns that could be helpful in identification of suitable locations for new MPSes.

1.3. Interest

The results of this report may be of interest of mobile operators who run their own POSes or independent entrepreneurs who invest and manage chains of Mobile Phone Shops.