

Introduction

People of all ages are affectionate of different bakery products, because of their taste, color and easy to digest nature. They eat and serve different bakery products in their parties and festivals. Celebrating any moment of happiness is incomplete with bakery products. Bakery products are becoming prominent day by day. They are very popular because of its taste and simple to digest. Bakery items are usually loved by all. Nowadays individuals have virtually no time to invest much on making breakfast it is the bread and bun or biscuits which had occurred instead of other sorts of stuff.. As a result, there are many Bakery in the city of Delhi and many more are being built. Opening Bakery allows Bakers to earn consistent income. Particularly, the location of the Bakery is one of the most important decisions that will determine whether the mall will be a success or a failure.

Business Problem

The objective of this capstone project is to analyse and select the best locations in the city of Delhi, India to open a new Bakery. Using data science methodology and machine learning techniques like clustering, this project aims to provide solutions to answer the business question: In the city of Delhi, India, if a Baker is looking to open a new Bakery, where would you recommend that they open it?