

Introduction

For many gamers, visiting gaming cafe is a great way to relax and enjoy themselves during weekends and holidays. Gaming companies are also taking advantage of this trend to build more cafes to cater to the demand. As a result, there are many gaming cafes in the city of Hyderabad and many more are being built. Opening these cafes allow gaming developers to earn consistent income. As with any business decision, opening a new cafe requires serious consideration and is a lot more complicated than it seems. Particularly, the location of the cafe is one of the most important decisions that will determine whether the cafe will run or not.

Business Problem

The objective of this project is to analyze and select the best locations in the city of Hyderabad, India, to open a new gaming cafe. This project is mainly focused on geospatial analysis of the Hyderabad City to understand which would be the best place to open a new cafe. 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 Hyderabad, if a gaming company or a start-up is looking to open a new gaming cafe, where would you recommend them to open it?