

# **Coursera IBM Data Science Capstone Project**

## **Opening New Malay Restaurant in Kuala Lumpur, Malaysia**

### **Introduction:**

Malay People love food they mostly like to eat out at Malay restaurants. In Malaysia hardly any Malay Restaurant is found empty people come sit there spend time with family eating traditional food and having conversation. The best part about these Malay Restaurant is the affordable food and taste just like home with great hygiene which is why people prefer to go there. Apart from delicious food they also over variety of drinks which are been bought buy people while passing by so these restaurants are highly profitable. So, all Malaysian people need a Malay Restaurant near to their work places or home. Due to which restaurants like these are in high demand amongst Malaysian but for opening such business its important to identify the strategic place to open such Restaurant.

### **Business Problem:**

The objective of this capstone project is to find the most suitable location for the entrepreneur to open a Malay Restaurant in Kuala Lumpur, Malaysia. By using data science methods and machine learning techniques such as clustering, this project aims to provide solutions to answer the business question: In the city of Kuala Lumpur, if an entrepreneur wants to open a Malay Restaurant, where should they consider opening it?

### **Target Audience:**

The entrepreneur who wants to find the location to open new Malay Restaurant.