**Data Definition**

The data features to be used in the project are :

1 **Locality cords (latitude , longitude)**

The area coords of the region

2**.Avg/ median per capita income**

Per capita income of the population (indicator of how well off the people are)

3.**Avg age of the locality**

The average age of the population

4.**Avg Expenditure**

5.**Population Density**

Richer Localities tend to have less population density

6.**Avg Product customers**

No of customers buying the product

7.**No of high end business establishments**