**Area Wise Buying Patterns**

**Problem Definition**

Different localities have a propensity of different buying patterns. Rich localities tend to buy luxurious items such as high end clothing , cars ,tend to go to high end restaurants ,clubs while other localities may not afford such items.

This is an important problem for a business if it wants to decide the localities where it should set up shop and expand . If a high end car store is set in a poor locality , it would have less number of buyers and hence would run into losses. Similarly a low end store set up in a rich locality would be lossmaking

**Target Audience:**

Business Organizations looking to set their business in a locality or looking to expand to newer localities