Selection of location for Multiplex Establishment in Pune - India

Submitted By – Swaroop Todankar

Date – 28th August 2019

TABLE OF CONTENTS

- Introduction
- Business Problem
- Target Audience
- Data Required
- Methodology
- Results
- Observations
- Conclusion
- References

Introduction

- Indian Film Industry ranks 1st in number of films produced and admissions [1].

- Even though the multiplex are just 27 percent of the total screens, these contribute to about 45 percent of the total revenue of cinema [2].

- Pune is the second largest city in the state of Maharashtra and ranks 9th in terms of population in India with a population of 3.13 Million [3].

- The main advantage of Multiplex is that multiple movies can be screened in at a single location and people are presented with a choice of entertainment.

Business Problem

- The main question is- If an organization is deciding to open a Multiplex establishment in Pune, which location would be the best considering all the factors?

Target Audience

- The target audience in this scenario are normal people who want to spend their leisure time for watching movies.
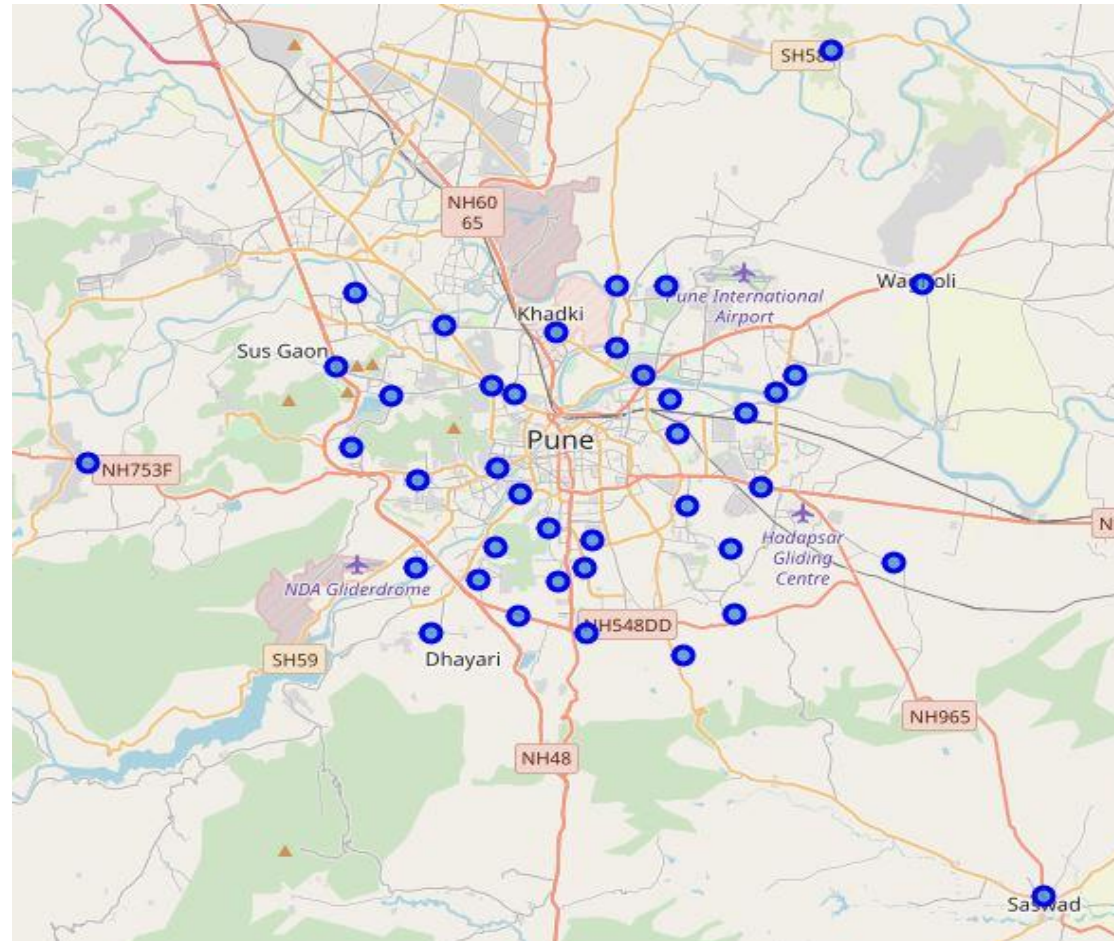- The private organizations which are interested in running such a business venture.

Data Required

- Neighbourhood Data
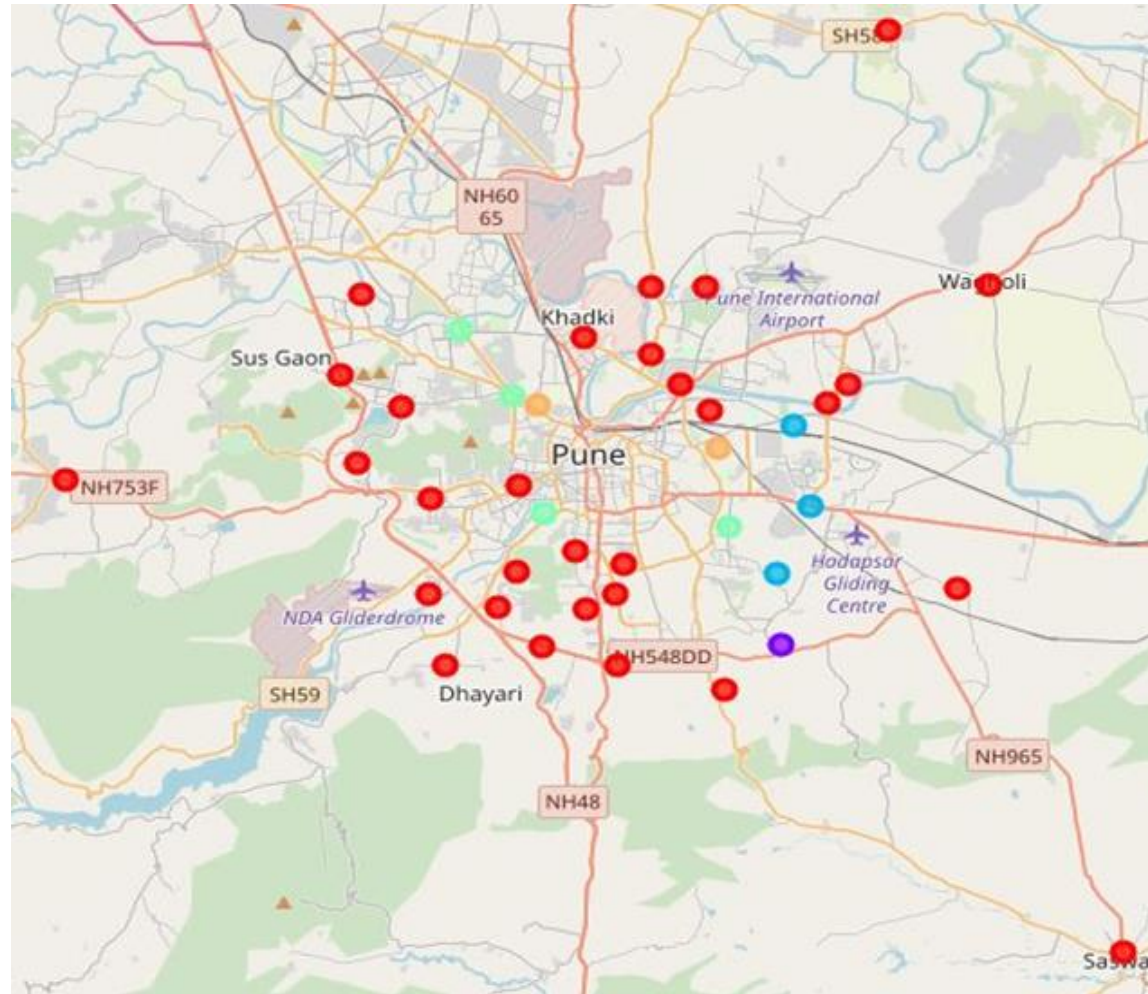- Location Data
- Venue Data

Methodology

- Importing Necessary Libraries
- Web Scraping
- Visualization
- Obtaining Venues
- One Hot Encoding
- Clustering
- Cluster Visualization

Results (Neighbourhoods of Pune)

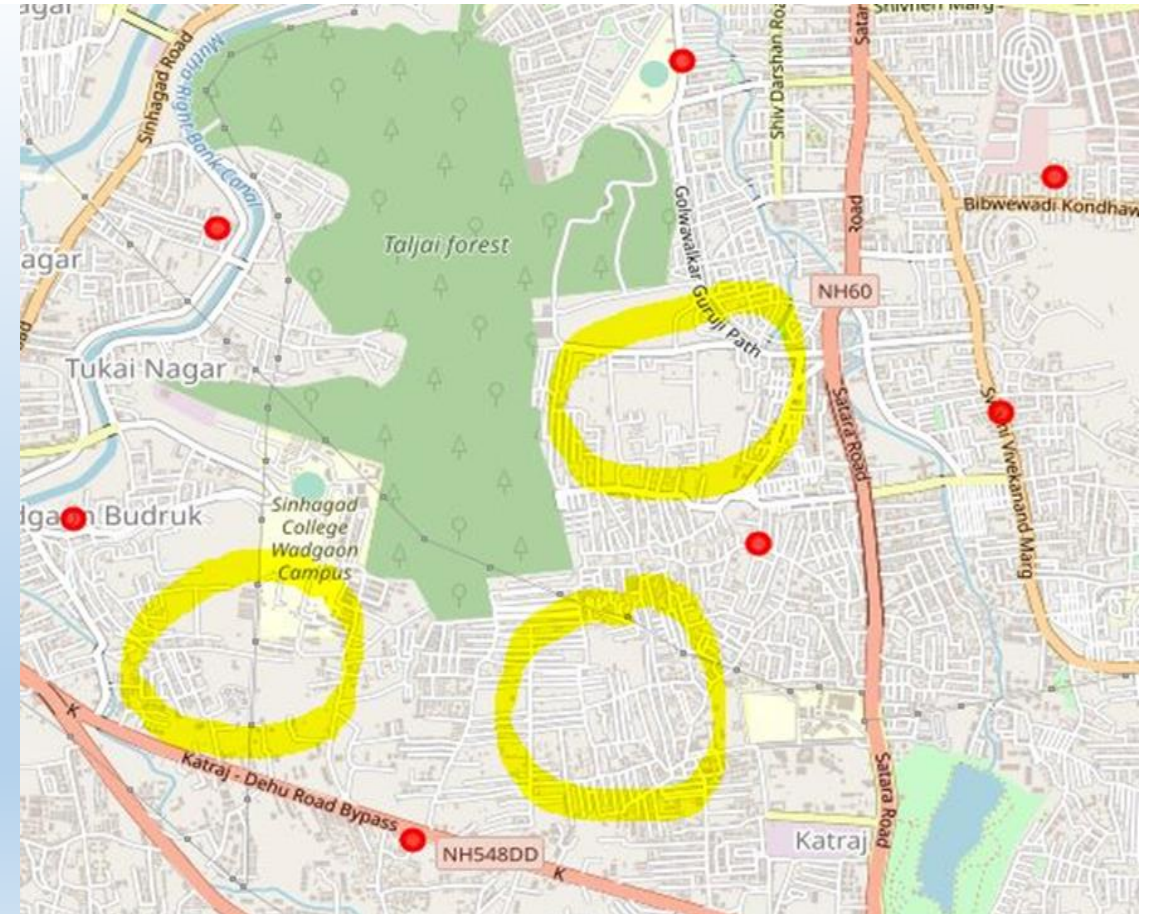# Results (Clusters of Neighbourhoods)

Observations

- Cluster label 0 represented by the red colour has the maximum number of elements as compared to other clusters
- Cluster label 2 represented by sky blue colour has only one element
- Cluster label 0 seems to be spread around the outskirts of Pune city
- The number of multiplexes in Cluster label 0 is the least and in Cluster label 2 it is the maximum

Conclusion

- The Cluster label 0 neighbourhoods have the least amount of Multiplex venues around them.

- The Cluster label 2 neighbourhoods have the most multiplex venues

- Depending upon the location and proximity to nearby neighbourhoods, the following 3 spots can be considered for construction of a new Multiplex –

References

- Phdessay, "Multiplex Industry in India," [Online]. Available: https://phdessay.com/multiplex-industry-in-india/

- Business World, "The Lord of the Screens," [Online]. Available: http://www.businessworld.in/article/The-Lord-Of-The-Screens/09-10-2018-161838/

- Wikipedia, "Pune," [Online]. Available: https://en.wikipedia.org/wiki/Pune