

# **Starting a Wholesale Coffee Supplier Business in Delhi, India**

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## **1. Introduction**

### **1.1 Background**

Delhi is India's second largest city with a population of more than 11 million and a density of 11,312 people per square kilometer. It is one of the oldest cities in the world, and has been continuously inhabited since the 6th century BCE serving as a capital of various kingdoms and empires. For many centuries Delhi has been a dominant trading and commercial center in northern India, and after 1990s it has emerged as an important node in the international corporate and financial network. This leads the city to become a world leader among other metropolitan and cosmopolitan cities from many sectors, including business.

### **1.2 Problem**

Stardoves, a hypothetical wholesale coffee beans supplier is looking for the right neighborhood in Delhi for setting up their services. To ensure this project's success, the team requires insights into the demographics and neighboring businesses. For each neighborhood, we can ask: Which has the highest coffee store and cafe density? Are its surrounding neighborhoods compatible and fall in the same segment? Thus, the project goal is to figure out the best locations for setting up the agency in Delhi that meets the criteria.

### **1.3 Interest**

Obviously, entrepreneurs who are passionate about wholesale businesses in a metropolitan city would be very interested in this project. The project is also for business owners and stakeholders who want to expand their businesses and wonder how data science could be applied to the questions at hand.