

Coursera Capstone

Opening a new Bakery in Pune

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Introduction:

My sister is good at baking and she recently told me that she would like to open her own bakery shop or a franchise. Hence her requirement was to find the best location to start her business in the city of Pune where we reside.

Objective:

The objective of this Capstone project is to find the best location in Pune, Maharashtra where there is little to no competition in order to open a new bakery or expand a franchise. This will help my sister to grow her business in the fastest way possible.

Data:

1. Getting different areas in Pune based on their pin code
2. Location data of these neighbourhoods
3. Venue data, related to Bakeries in order to perform Clustering

Sources:

This website:

<http://zipcodepincode.com/India/Maharashtra/Pune/Pune-City/index.html>

contains a postal code directory with all the areas in Pune.

We will use web scraping through pandas to get the data directly into a data frame.

Then we can use the Geocoder package in python to get the location data.

Finally, we will use the Foursquare API to get venues near our locations which are related to Bakeries