

Coursera capstone

OPENING A BAKERY IN PUNE

BY: NINAD KHARE

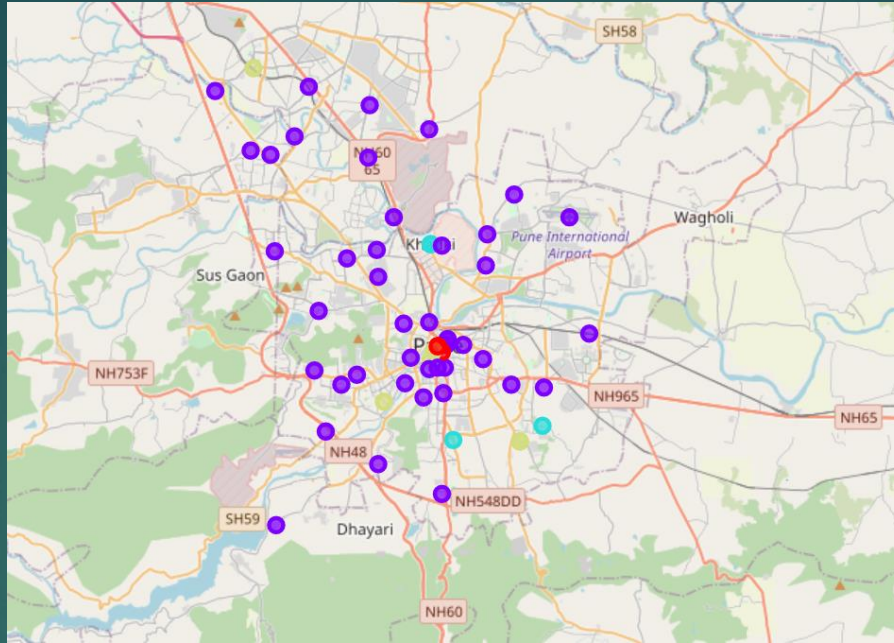
Business Problem:

- ▶ Finding a location in the city of Pune, Maharashtra to open a new Bakery shop or start a franchise.
- ▶ Objective: To find areas in Pune where there is little to competition in the baking business in order to help set up a new shop.

Methodology:

- ▶ Getting the relevant data from multiple sources.
- ▶ Cleaning the data to fit our model and needs.
- ▶ Getting location data to corresponding neighbourhoods.
- ▶ Clustering the neighbourhoods to find the locations with High , Medium and Low concentrations of Bakery shops.
- ▶ Plotting the data to visualize our clusters.

Results:



We divided the data into 4 clusters (choosing 4 clusters due to observation) and found that:

The Bakeries are mostly focused in the central and southern regions which can be identified by looking at clusters 0,2,3 represented by colours Red, Yellow and Green whereas Cluster 1 is marked in blue where there is hardly any competition.

Conclusion:

- ▶ Based on our results we can conclude that areas in cluster 1 are suitable for opening a Bakery shop or Franchise.
- ▶ We can further analyse data from Cluster 1 to narrow down on a single location by considering more variables.



Thank You