

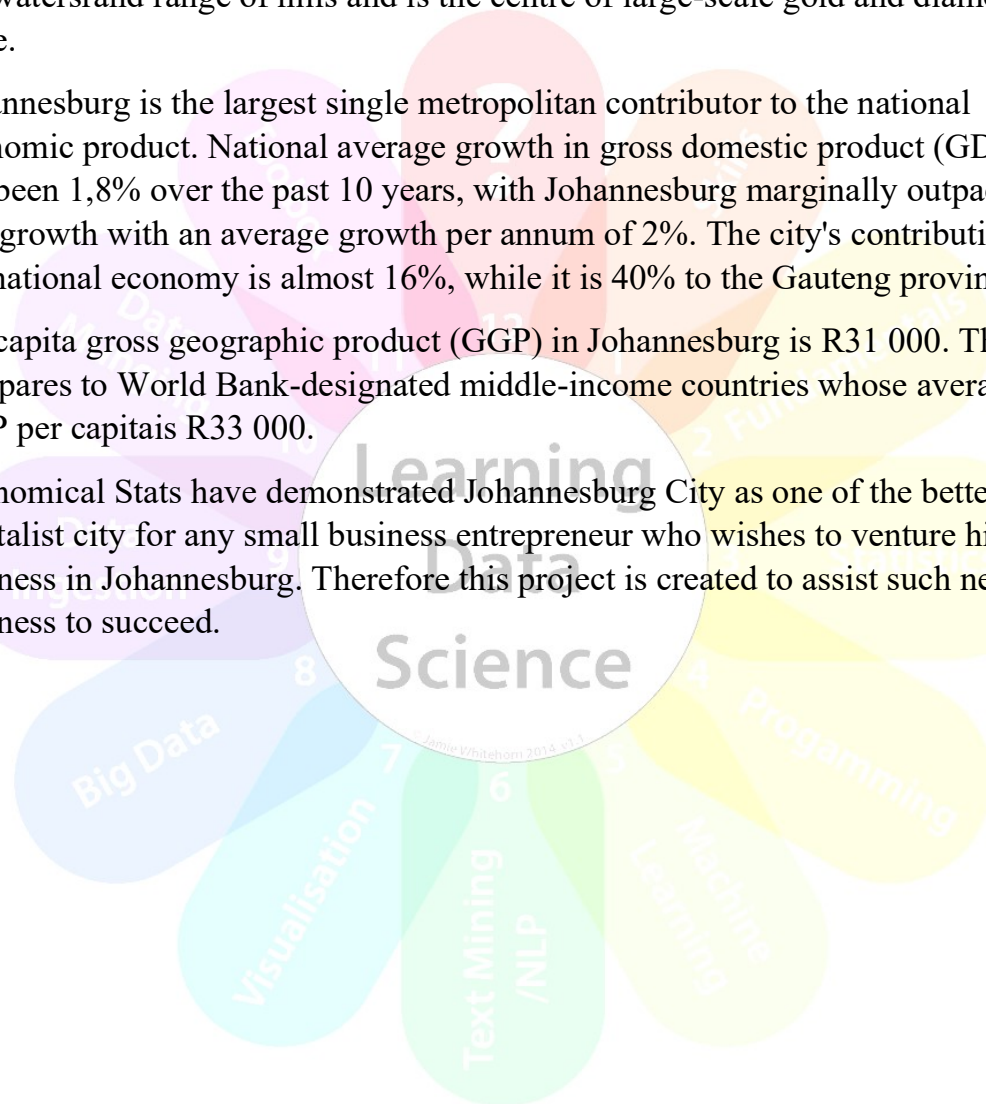
Introduction

Johannesburg informally known as Jozi, Joburg, or "The City of Gold" is the largest city in South Africa and one of the 50 largest urban areas in the world. It is the provincial capital and largest city of Gauteng, which is the wealthiest province in South Africa. Johannesburg is the seat of the Constitutional Court, the highest court in South Africa. The city is located in the mineral-rich Witwatersrand range of hills and is the centre of large-scale gold and diamond trade.

Johannesburg is the largest single metropolitan contributor to the national economic product. National average growth in gross domestic product (GDP) has been 1,8% over the past 10 years, with Johannesburg marginally outpacing that growth with an average growth per annum of 2%. The city's contribution to the national economy is almost 16%, while it is 40% to the Gauteng province.

Per capita gross geographic product (GGP) in Johannesburg is R31 000. This compares to World Bank-designated middle-income countries whose average GGP per capita is R33 000.

Economical Stats have demonstrated Johannesburg City as one of the better capitalist city for any small business entrepreneur who wishes to venture his/her business in Johannesburg. Therefore this project is created to assist such new business to succeed.



Business Problem

The objective of this capstone project is to analyse and select the best locations in the city of Johannesburg, in a Gauteng Province of South Africa, in order to assist business people that hope to open any type of business in the location of Johannesburg city.

Targeted Audience

The most people that may benefit from the business analysis done on this project, would definitely be business people that is willing to open a Pizza business.

It should also be noted that more venues per business category specializing on different business operations can be analysed equally, but for project demonstration, we can analyse the business side of the Pizza places locations. Application of data acquisition, cleaning of the data, data wrangling, and special applicable machine learning models that can be utilized to optimize the model, and to classify various business location that can be of benefits when it comes to new business ventures.

