

Introduction

Bakeries are a popular type of food service establishment. The smell of freshly baked goods and fantastic coffee is what I call heaven.

My friend Mia loves to bake and just finished her baking school. Opening a bakery presents many unique challenges, so I want to help her decide on a location where she can open a bakery with a low risk of competition.

Business problem

This project aims to analyze and select the best locations in Pune, India, to open a new bakery. This project mainly focuses on the geospatial analysis of Pune City to understand which would be the best place to open a new bakery. Using data science methodology and machine learning techniques like clustering, this project aims to provide solutions to answer the business question: In Pune, if a person is looking to open a new bakery, where would you recommend that they open it?

Data

To solve the problem, we will need the following data:

- List of neighbourhoods in Pune: It defines this project's scope, which is confined to the city of Pune.
- Latitude and longitude coordinates of those neighbourhoods. This is required to plot the map and also to get the venue data
- Venue data, particularly data related to bakeries. We will use this data to perform clustering on the neighbourhoods.