

Capstone Project – The Battle of Neighborhoods (Week 1)

A. Introduction:

Our client is an **EVENT MANAGEMENT** entity, and specializes in conducting corporate seminars/ conferences.

The client wants to buy/ take rent a commercial office at a suitable location in any of the four metro cities in India, i.e. in any of the following cities:

1. Mumbai,
2. Kolkata,
3. New Delhi, or
4. Chennai.



Source of image: <http://travelsfinders.com/india-metro-map.html>

The client plans to meet the following criteria based on which it will decide upon the location within a city.

Sl. No.	Criteria	Remarks
1	Commercial property rates	The office has to be located in an area where commercial rates are preferably low.
2	High number of restaurants	Its customers may have variety of choices for their snacks/ food in case hotel menu is not to their liking.
3	High number of hotels	The client can arrange for both conferences and lodging for the customers.
4	Distance from city airport	The customers may save time in transit

B. The Business Problem:

While there are various real estate websites providing the data on commercial properties and various other websites providing location of restaurants and hotels, the client needs to find an optimum location meeting the above 4 criteria.

Such a website or other resource is not readily available. Even if the client scrapes through websites and other sources of information, gathering, aggregating and processing such raw data locating such an area/ location will not be possible.

How will the management decide and finalize such a location ?

C. Note to the audience:

Such similar situations and problems are frequently faced by organizations and corporate houses. How to deal with the such problems ?

SOLUTION !!!

Such problems and situations can be dealt through :

Applied Data Science