**Project: Probable location for a dessert shop**

Introduction/Business Problem:

Suppose a person wants to open a dessert shop in an area (let’s consider a neighborhood of New York for example), they would want that maximum people come to their place. For that they would require that their dessert shop is near the restaurants where people would usually have their meal and then would need some dessert. Also the area where they build their shop should be at a trending location where there is a lot of footfall from the people.

So in that neighborhood where the owner wants to build the shop, we will first find the top rated restaurants in that area and near those should be the dessert shop. It will boost the sales of the dessert shop.

This technique can be used to find probable location in an area for any type of business. Accordingly the parameters for finding that location would change.