

# Recommend Business and Location.

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## 1.Introduction

### 1.1 Problem:

There are many Strat up businesses which fails or comes to a halt due to lack of right decision in the initial period of business, that have been said not all business glooms at any location u pick up even if u have all the capital needed to boost start the business.in India many businesses fails due to this reasons [Top 10 Reason of Restaurant fail](#) and many other reason as well but here we will focus on location based guidance .

### 1.2 Interest:

Obviously if an investor is willing to invest a hefty amount of capital in a business, then will be more interested to invest it where ROI is high and invest their money

with assurance that the business will have a good start because of the location selected.

## 2.Data

### 2.1 Data Sources and Use case:

As this project focuses on India so the Dataset is for Indian region, we took a small part of India with the highest GDP, The Mumbai City.

To grab the Area (aka Neighborhood) of Mumbai city, we scrapped a [Website](#) ethically containing all the area of Mumbai city using Beautiful Soup.

As we have the Area name of Mumbai city we will need the geolocation of the same, so we use arcgis API to extract latitude and longitude of the area in Mumbai city and later map it on to the map of India.

We have area name, latitude & longitude of the area, now to grab all the top and most common businesses we use foursquare API and use its category column to give us best businesses to bet our money upon in 6 different clusters which we will make by the end of the project.