

# **APPLIED DATA SCIENCE CAPSTONE PROJECT**

**WHERE DOES CINEPOLIS SHOULD OPEN ITS  
NEXT THEATRE IN BOGOTA COLOMBIA?**

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# CINEPOLIS VIP IN BOGOTA

Cinépolis is the biggest cineplex chain in Mexico with 427 theaters in 97 cities. It is also the largest chain in Latina America and the fourth largest in the world, with over 624 theaters.

## INTRODUCTION

Cinepolis in its ambition to move as fast as possible throughout Latina America is constantly looking for the best spots and high pedestrian traffic zones to solidify its brand.

As we know, people is moved by emotions and experiences to spend its time and money. Different initiatives proposed by cinema chains have been put in practice to retain customers who visit their theaters, however this old time industry has been in decadence due to a much more affordable and on-demand options have succeed in the past years.



Cinepolis against the tide, has been able not only to survive but to grow significantly mainly due to its reinvention focused in experiences, as the new VIP theaters that offers not only the best audio/video experience but also a sofa-type spot where you can watch your favorite film while drinking a beer and enjoying a burrito without the need to make a line in the traditional way.

While competitors try to replicate Cinepolis success, this company is trying to move fast in every big city in Latina America and the world.

We would like to help Cinepolis to define its next theater in Bogota.

