**Introduction/Business Problem section**

Education in Peru is quite centralized, all is condense in Lima, an International organization is looking for evidence to see if they can make an investment to create universities in three cities, clues to select the three cities would be: none of few university offer, population of young Peruvians that are about to start University studies that would need to abandon their home towns given the lack of locally education alternatives. Those future professionals eventually will not return to their cities which in long term may mean loss of economic work force.