

COURSERA CAPSTONE PROJECT

IBM APPLIED DATA SCIENCE PROJECT

Opening a New Pizza Shop in Mumbai, India

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Introduction

The pizza market in India stands at Rs 3,500 crore according to a report by Technopak, offering a big room for investors. There has been a spurt in quick service restaurants in India. Initially, pizza was a difficult sector to enter as entry barriers were high and scaling up in this category was difficult. But now, there are several new brands that are at par with the already established ones and not all can sustain for a span of 10 to 20 years. So, more the number of franchisors, the better for the industry! Competition in the pizza segment is getting intense as franchisors are significantly ramping up their presence across tier-II and tier-III cities of India. There exists a tremendous growth opportunity for franchisors in these areas as educated middle class population is becoming more sophisticated with respect to standardised food consumption.

Business Problem

The objective of this capstone project is to analyse and select the best locations in the city of Mumbai, India to open a new Pizza shop. Using data science methodology and machine learning techniques like clustering, this project aims to provide solutions to answer the business question: In the city of Mumbai, India, if a property developer is looking to open a new Pizza Shop, where would you recommend that they open it?

Target Audience

India has the largest population of youth (under 25 years) in the world and this sector will have more spending power in 2017 and years ahead. So, the growth prospects lie manifold for the franchisors. This project also aims to target big pizza chains such as Pizza Hut and Domino's, for opening a new joint in certain parts of Mumbai to increase their sales.