**Coursera**

**Capstone Project - The Battle of Neighborhoods**

* A description of the problem and a discussion of the background.

Kochi is a vibrant and upcoming city in the heart of Kerala , a state in India . It is fast developing and shows promise for great business prosperity in the food & beverage industry .

Business Group A plans to establish a coffee shop in the region and has plans to expand its reach in Kochi in the future based on its success .

In order to start its “pilot project” the company has decided to get help from a data analyst in order to decide on the location that is most profitable and suitable to set up shop .

The business problem is to find a location with prospective customers and a well established neighborhood, that at the same time is not too crowded with similar shops to establish a coffee shop . In order to determine popularity of a location ,various facilities and shops set up there are to be analyzed and studied.

This project helps by reducing manual search needed to find a location