

IBM Data Science
Applied Data Science Capstone
*The Battle of
Neighborhoods*

OPENING FRUIT JUICE AND HEALTH DRINK
BAR IN CALGARY



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1. Introduction

Calgary is one of the largest city in the western Canadian province of Alberta. It is 299 km (186 mi) south of the Albera's capital- Edmonton

The city had a population of 1,285,711 in 2019. It is considered as one of the most-populous city in western Canada. It is the fourth-largest census metropolitan area (CMA) and second-largest in western Canada (after Vancouver). On October 2020, the 11 new communities are proposed for Calgary's outskirts. This provides a wide scope of business.

1.1 Business Problems

1. Finding out common interest of the people of the city by analyzing the the most common places visited?
2. Understanding the top businesses in the current communities and setting up the new business in the new extended community?

1.2 Audience

When new communities are created then both the government officials and the businesses will be looking for the welfare and the convenience for the people dwelling in these areas.

This analysis will help in urban planning for the government and business expansion plans for companies.