**COURSERA CAPSTONE PROJECT**

**THE BATTLE OF THE NEIGHBOURHOODS-REPORT**

**Opening a new Indian Sweet Shop**

**in Delhi, India**

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**Place:** India

**INTRODUCTION: -**

When it comes to Indian Cuisine and food one thing cannot be overlooked is Indian’s love for Sweets. One can get a beautiful scene of colourful sweets in any Indian sweet shop. It’s not uncommon to see huge crowds at Sweet stores across the Country. And with the variety and sheer number of sweets available it's no wonder that it's such an important part of an Indian's lives.

Sweets are part of any Indian celebration or festivity of any kind. Sweets are a symbol of good gesture in India.

In the city like Delhi having a population of 1.9 crores (till 2012) it provides a great opportunity to open a new Indian sweet shop. But the question arises “where to open the new sweet shop”, so that we can get the maximum profits or benefits out of it.

**Business Problem**: -

The objective of this capstone project is to analyse and select the best locations that are available in Delhi, India to open a new Indian Sweet Shop .Using data science methodology and machine learning techniques like clustering, this project aims to provide solutions to answer the business question:- If someone who is looking to open a Sweet Shop in Delhi, India, what would be some best location available?

**Audience Interested in Project: -**

Sweet Shop chain owners, Businessman and some entrepreneurs would be interested in knowing the location in the city like Delhi, India which is densely populated and have a great scope to open a Sweet Shop and flourish them in near future. Also, all the people who are in food industry might also be interested in knowing location.