

Coursera Capstone

Opening a New Bar in Mumbai City, India

Introduction

For many extroverts, visiting Pubs and Bars is a great way to relax and enjoy themselves during weekends and holidays. They can meet new people, meet with their old friends and perform many more activities. Bars are like a one-stop meeting and hangout spot. For owners, the central location and the large crowd at the Bar provides a great distribution channel to market their services. Investors also taking advantage of this trend to build more Bars to cater to the demand. As a result, there are many bars are built in the city of Mumbai and many more are being built. Opening Bars allows Owners to earn consistent rental income.

Business Problem

The objective of this capstone project is to analyse and select the best locations in the city of Mumbai to open a new Bar. 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, If an investor wants to open a Bar as an Investment, where would you recommend that they open it?

Data

To solve the problem, we will need the following data:

- List of neighbourhoods in Mumbai. This defines the scope of this project, which is confined to the city of Mumbai.
- Latitude and longitude coordinates of those neighbourhoods. This is required in order to plot the map and to get the venue data.
- Venue data, particularly data related to Bars. We will use this data to perform clustering on the neighbourhoods.