**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. Property developers are also taking advantage of this trend to build more shopping malls 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.