

## **Business Problem**

Times have changed and in this pandemic era people are more connected with one another from their home. The social distancing and public gathering has led people to spend more time with their loved ones at home. The need for companionship has led to a sudden surge of people getting new pet. The companionship of a pet gives them immense joy and a let out. With the increase in adoption of the pet there is a sudden increase in the need for pet related services like grooming, pet care, vet services etc. In this project we will focus on one such service i.e. Pet grooming. We will try to find the best location to open the pet grooming service in the Wake county area, North Carolina, USA. The goal again is to find the ideal location for the new pet grooming store given the Wake county population distributions, median household income and venue popularity.

## **Data:**

- Data stats for market research [www.iii.org](http://www.iii.org)
- Wake county area is one of the largest counties in NC The wake county consists of 20 major townships. Details for this town ships will be gathered from the *NC wake county website and wikipedia*
- The geco coordinates need for the analysis will be sourced from the *Wikipedia, google maps and geocode*
- Median household income details will be sourced from *statisticalatlas* <https://statisticalatlas.com/>
- Top venues will be sourced using Four square.

