

Introduction / Business Problem

(Capstone Project - The Battle of Neighborhoods - Week 1)

A.1. Description of the Problem & Discussion of the Background

A client, who already owns a “Furniture / Home Store” in Vigo (Galicia/Spain) wants to open his second store in the city so the goal of this Project consists in evaluate the best location to open this second store.

The intention of the study is to find the best possibility among the center and northern boroughs because the first store is placed on a borough in the south of the city so we can catch higher demand.