# Coursera Capstone

## IBM Applied Data Science Capstone

## *Opening a new multiplex in Kolkata, India*



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# Background

A multiplex is a movie theater complex with multiple screens within a single complex. They are usually housed in a specially designed building.

For many people visiting a multiplex is a great way to relax and enjoy themselves during the time of holidays and weekends. It is one of the few destinations where one can watch newly released movies. For retailers large crowd in multiplex provides a good distribution channel to market their products and services.

This project is particularly useful for property developers who are looking to open or invest in new multiplexes around the city of Kolkata. Location is one of the most important decisions that will determine whether the multiplex will be a success or a failure.

# Business Problem

The aim of this project is to analyse and select the best locations in the city of Kolkata to open a new multiplex. Using data science methodologies and Machine Learning techniques like clustering, this projects tries to answer the question - In the city of Kolkata, India if a property developers is looking for a location to open a new multiplex what would you recommend?