

THE BATTLE OF NEIGHBOURHOODS

INTRODUCTION

This is the week-4 assignment of the 'Applied Data Science Capstone' course. In this project, I am creating a hypothetical situation in which an entrepreneur comes to a data scientist for advice over a dilemma she is facing. She has a business idea but she is confused where to set up her business. She seeks help of a data scientist who would crunch few numbers and suggest where her business will bloom more.

BUSINESS PROBLEM

Due to the COVID-19 pandemic, importance of sanitization and cleanliness has increased. An entrepreneur is looking forward to set up a business of sanitizing offices premises and production units. Two neighbouring cities in India – Gurgaon and Noida have large number of offices and commercial spaces. Both the cities are commercial hubs and have a huge market for office sanitization. But due to lack of resources, the entrepreneur has to choose one of the cities. By using data science methods and tools along with machine learning algorithms such as clustering, this project aims to provide solutions to answer the business question : If an entrepreneur wants to set up the sanitization business, where should they consider opening it?