

Introduction/Business Problem

The “ÉXITO” group is a Colombian multinational which has a huge network of supermarkets in South America. In this case, the company's management has opened a call to data scientists interested in solving the following case study:

The management of “ÉXITO” group in the city of Bogotá, capital of Colombia, has detected that it is losing market share due to the appearance and positioning of new competitors. The supermarket networks “D1”, “ARA” and “OXXO” have been identified as the strongest competitors at the moment. The management of the company to face this situation, has made the decision to expand its supermarket network in the city of Bogotá. The invitation to all interested parties is to determine in which locations in the city of Bogotá the supermarket network should be strengthened, considering the number of existing supermarkets of the detected competitors and those of the company “ÉXITO”.