Introduction

Shoppers today are craving for new experiences. Apart from shopping they would like to combine different activities when entering a store such as dining or watching movies. This has led many retailers to look for opportunities of opening restaurants in their brick-and-mortal stores. They have figured out that it is a really great way to deliver on experience if we consider that making a dinner relevant to what is sold is a win-win for every retailer. Apart from that spending more time with the consumer and observing his/her behavior is always advantageous to retailers to better understand them. Providing a dining experience in your store will guarantee more time with them. So, the question that arises is where should I open the store to maximize revenue and eliminating competition? Such a business decision needs careful consideration and thorough analysis prior to deciding which is the best location to open it because it is one of the main factors that will determine if the store will be a success or not.

Business Problem/Target Audience

The objective of this capstone project is to provide guidance on a specific retailer XYZ who wants to open a grocery store which will include a restaurant inside. The area of interest is Brooklyn and more specifically the center of it. As a result, the business question that needs to be addressed is where would we recommend that the retailer should open this new grocery store/restaurant? This is a case study that would be of great interest/value to other retailers who look for similar opportunities in the market. Using data science methodology and machine learning techniques like clustering, we will answer the question and suggest the optimum solution.