

# Scaling offline business or where to place a new shop

IBM Applied Data Science Capstone Project report

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# Introduction

Many businesses very often face the next problem: when it begins to grow up, owners start to think about: where to open new outlets or found another place where you satisfy your customers' needs. This issue usually relates to offline companies like barbershops, veterinary clinics, retail stores, etc. There is a lot of parameters that impact on the decision: monthly rent, competitors, crime rates, a wealth of the people around and many others. This little research is focusing on the similarity of the boroughs or **How to split all districts into groups.**

The idea is based on the underlying assumption that we should found spots in similar places.

## Business Problem

The objective of this research is to find similar districts and extract attributes that distinguish them. I selected the Greater Sydney Area for the region of study. It's one of the biggest agglomerations in the world, consists of almost about 650 suburbs that sprawl about 70 km to the west, 40 km to the north, and 60 to the south and generates approximately 24.1% of Australia's GDP.

## Target audience of this project

The result of this project will be interesting, primarily, for the business owners and people who choose the location for expanding. It may also be of interest to investors, especially when you are presenting your startup or when you ask for money to grow your business.