Project Title: Retail Business Population Profit Maximization

Introduction/Business Problem

Problem: A retail business is looking to set up in highly population dense neighborhood in order to maximize the number of customers it can receive but does not know which neighborhood is likely to generate the most foot traffic.

Background: A retail business’ revenue is driven by the number of sales it can make. The more people in the area around it, the higher potential sales it can make. Businesses want to maximize revenue so they would want to be in a place with as much foot traffic as possible.