

FINDING THE OPTIMAL LOCATION FOR A BUSINESS

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1. Problem Description

In this project, the problem attempted to solve will be to find the best possible location or the most optimal, for an Indian restaurant in the city of London, England. To achieve this task, an analytical approach will be used, based on advanced machine learning techniques and data analysis, concretely clustering and perhaps some data visualization techniques.

During the process of analysis, several data transformations will be performed, in order to find the best possible data format for the machine learning model to ingest. Once the data is set up and prepared, a modelling process will be carried out, and this statistical analysis will provide the best possible places to locate the Indian restaurant.