A description of the problem and a discussion of the background. (**15 marks**)

Delhi is a city with a huge population (roughly 20 million including suburbs) and an extensive network of metro lines with over 152 stations. Delhi Metro wants to understand the 10 most popular types of establishments near by each of these stations , so they can can target specific retail chains and invite them to set shop within the available retail space in the metro concourse

They also want to cluster the stations based on the types of establishments, so they can have a different marketing strategy for each sub group or cluster of station