1. Introduction where you discuss the business problem and who would be interested in this project.

As technology advances and the topic of going global takes centre stage in many company expansion plans, the key factors of executing a successful business plan and product marketing campaign still lies within the fundamental concepts of:

a. Trading area of a given place of doing business
b. Economies of scale in procurement and distribution cost
c. Foreseeable volume of demand
d. Product positioning and market positioning

The key differentiation between a successful business or otherwise depends largely on how robust, comprehensive and adaptable are the strategies adopted by its management team to address the above factors. The purpose of this project is to examine whether seemingly obvious assumptions based on hearsays, news and qualitative observations about specific market conditions in Singapore still hold true when a data-driven analytical approach is taken instead to presume those assumptions.

This project aims to show aspiring local entrepreneurs, overseas franchiser or even owners of existing family business with long history in Singapore how basic applied data science may possibly help them stand out from the competition by "being at the right place, selling the right thing", through insights about existing data.

Type of business to be discussed in this project is – supplier of essential ingredients for Asian cuisines.

2. Data where you describe the data that will be used to solve the problem and the source of the data.

The key data required for the purpose of this project are as follows:

a. Locations of selected neighbourhoods in Singapore using https://www.gps-coordinates.net/ to assess the possible operational issues that comes with travelling time and distance.
b. No of residents within each neighbourhood to determine the foreseeable demand using data from SingStats.
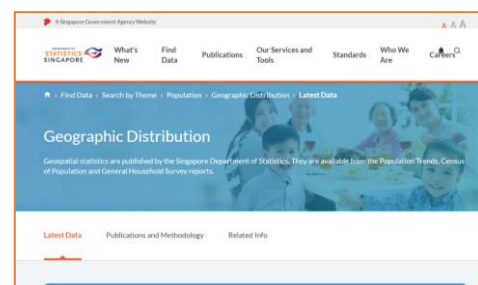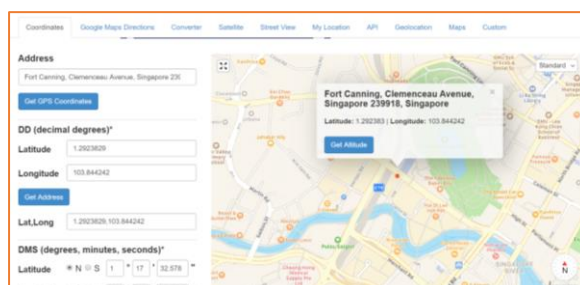
c. Foursquare data to identify common venues by consumers.
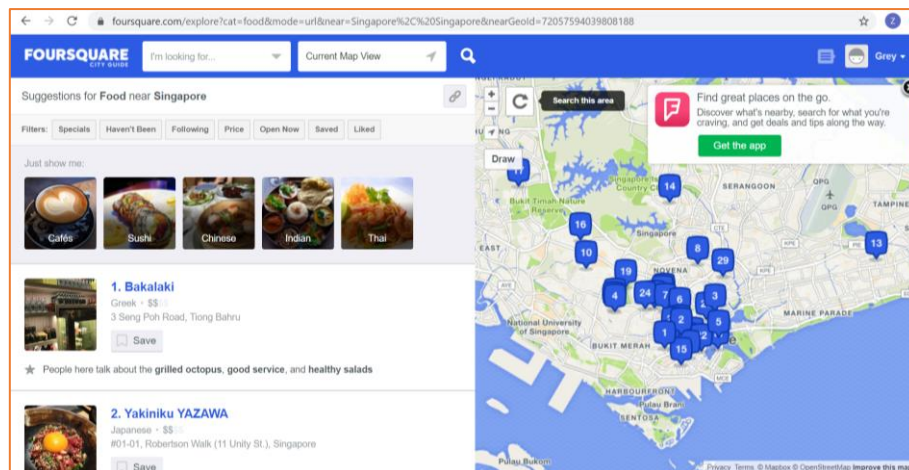
d. K-means clustering to segment data from Foursquare, based on similar characteristics.

With the outcomes from the above data processing, the information produced will help businesses make an informed decision and strategize on where the business should be conducted to achieve the highest potential revenue at the lowest possible cost.