Coursera Capstone Project - Week 4 Assignment:

# Introduction:

# Business Problem:

A retail company wants to set up supermarket stores in Hyderabad city. But it is not exactly sure about which Neighbourhood(s) to open the store(s) in.

The chosen locations should ideally have a considerable population so that there is more store footfall & near to work centres/residential districts for easier access to a large number of citizens.

The Operations Head has sought your help to solve the company’s business problem.

There are 2 business questions that need to be answered here.

1. Which part (area) of the city should the company open the supermarket first.

1. Which Neighbourhood(s) would be ideal in that part (as in point 1) setting up such a supermarket in the city.

The company would ideally prefer to open the store/s in Neighbourhoods where there is a comparatively lower real estate prices (not absolutely low). But the same time, they want to choose the Neighbourhoods with a high population and more number of venues, since it should result in more footfall for the store.

When we consider the business problem, we can create a map and information chart where the real estate prices are placed on Hyderabad and each area is clustered according to the venue density.

## Background:

I have selected Hyderabad for my project since I am familiar with the same, being a resident of the city.

Hyderabad district is a metropolitan with a population of roughly 5 million and 16 sub districts (mandals). The city has a high population and population density. Being a crowded city leads the owners of shops and social sharing places in the city where the population is dense.

This clustering will ensure that Neighbourhoods with moderate real estate price and more number of venues will be in single clustered together and hence would be used to answer the business problem.