## Predicting the right business

**Introduction/Business Problem**:

1.1 Introduction:

KMax is a well-established leading business company in India. They have succeeded in various business areas like retail stores, automobile stores, textile industry, jewelry, petroleum industry etc. They are currently looking for venturing into a new business area. They are looking at setting up a new business in Mysuru,India which is a famous tourism place in Karnataka and earns huge revenue to the state. They want to do a proper analysis and decide which business would be appropriate for such a place so that though they do not gain much profit, they do not get into a loss.

They have decided to identify one of the three business

1. Restaurant
2. Shopping Mall
3. Resort with outdoor activities

They have selected the location to set up the business as Ringroad which is near the industrial area and has major IT companies near by and the huge population stays in this area

1.2 Problem

Data that might contribute to determining the right business would be to explore the near-by venues and identify the total number of restaurants, shopping malls and resorts present in the chosen area. Having found the number, this project aims to predict whether the KMax company can select one of the three businesses or should they consider any other idea. If they can consider one among the three, then which is the best out of the three so that they can run the business without much loss.

2. Data

In order to identify the right profitable business to be set up, I will be using the data that is fetched by giving the Infosys,Mysuru as the search location and explore the top 100 nearby venues within 10 KM radius.

Based on the venues identified analysis would be done on the data to check if one of the three business ideas is good to proceed or should we consider suggesting a different idea to the user.

Below is a visual representation of the venues near by Infosys which will be converted to a dataframe and used for analysis.

