

The Battle of Neighborhoods - Week – 1

Capstone Project by Mathan Kumar M

Introduction and Business Problem:

ABC Petrol Company wants to launch a Petrol pump in some locality in Chennai, a populous metro-politician city in India. The company approaches me to suggest the best location for the new petrol pump so that the profitability can be increased.

Problem Background:

To suggest the best locality for ABC Petrol company, we need to gather the localities of Chennai city and analyze the places where target customers are high in numbers so that the company can gain more profit.

Problem Description:

In order to find the suitable place to launch a petrol pump we need to analyze the neighborhood localities in Chennai city and apply the following logics.

- The primary logic is to identify the roads connecting highways and localities with higher number of offices and buildings.
- The secondary logic is to find the locations of other petrol pumps and the locality with sparse number of petrol pumps will have higher opportunity to grab the attention of petrol consumers.

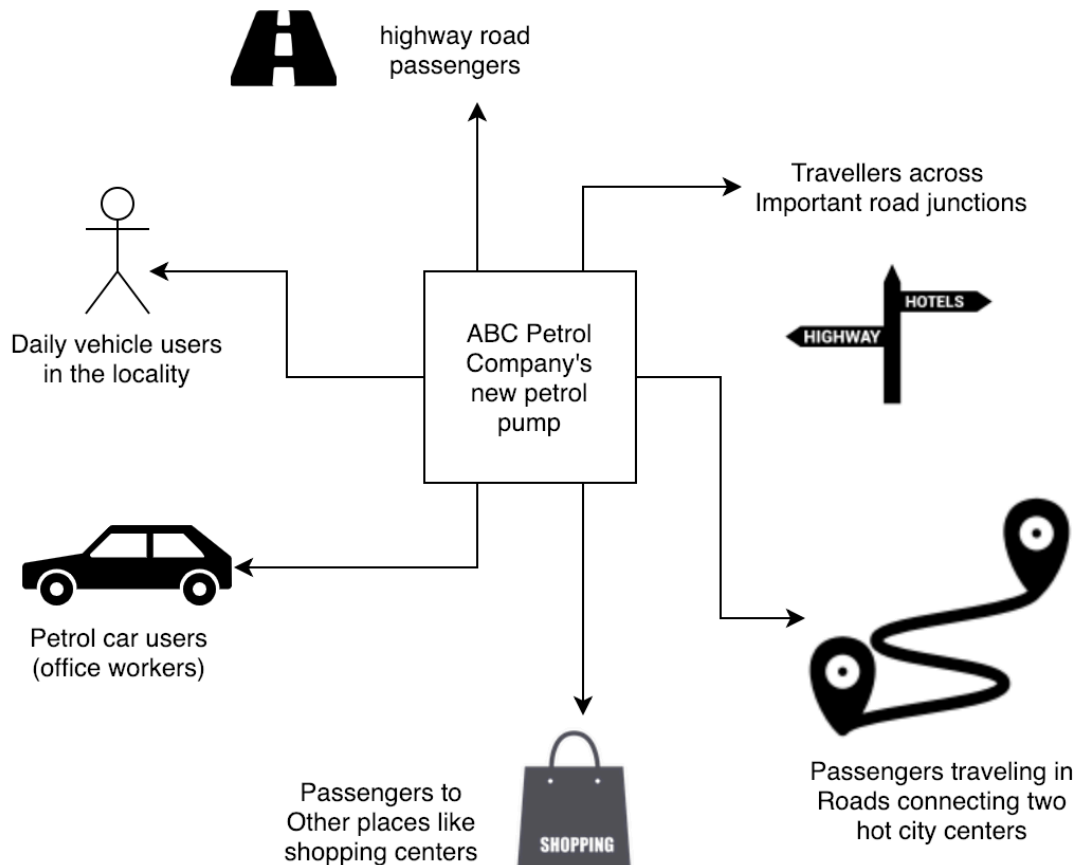
As a Business Strategic Problem:

From business point of view, the problem is to find a best location for the ABC Petrol Company to open its new petrol pump in Chennai city such that:

- the suppliers or distributors are nearby
- it must be known centre for the petrol pump services
- many of the people who work or live in the area are its business' target audience
- businesses in the area complement the petrol pump (for example shopping malls nearby)
- the costs of buying or leasing in the area are affordable and meet the needs of the business
- it must be a growing business hub with many opportunities in the near future.

Target Audience:

The Target audience are the daily vehicle users (cars, two-wheelers, and other vehicle users) who will depend on petrol fuel and petrol pumps for fuel source of their vehicles. This will help the ABC petrol company to gain profit.



Success Criteria:

Success criteria for this project would be a better recommendation for the ABC Company to open one of its branch in the suggested locality.