

## **Introduction**

Positioning has always been an important element of setting up a business. Your success as a business depends on how well you are positioned to be found. Positioning includes various factors, from location to the price of your product or service to the message you use to promote the business, online and offline.

A lot of times, a business simply misses out getting the traction it deserves, due to inadequate positioning. For ex. If you set up a high-end clothing apparel's showroom in the middle of a slum, it would never be pinpointed by its target audience. On the other hand, if you place it next to an exquisite restaurant, it would be easily noticed by the fancy customers who come there to dine.

Hence, it is necessary for every aspiring entrepreneur to pick out the location to attract the appropriate target audience for their business, keeping in mind the nearby points of attraction of the neighbourhood.

## **Business Problem**

The project aims at analysing and clustering various areas of Gurgaon, India based on plot prices as well as most visited venues around the discussed areas. The cluster of areas would hence be characterised and would help enthusiastic entrepreneurs to come up with suitable business plan suiting those characteristics.