

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.

Business Problem

The project aims at analysing and clustering various areas of Gurgaon, Haryana based on plot prices as well as most visited venues around the discussed areas. This analysis would then be used to come up with suitable business plan suiting characteristics of each cluster.