

# **Coursera Capstone – The Battles of Neighborhoods**

## **Introduction – Business Problem**

### **Background :**

Jakarta is the most developed and populated area with higher salary income in Indonesia, it has lots of place to offers for businesses to grow to a higher scale and level and variety of market.

However, it has a lots of competitor and therefore needs to be reviewed on where companies should put their location with a lot of consideration so they can benefit or take the smallest risk possible if things went south.

### **Problem :**

As one of the newcomer of fast food Industries competitor, FOODINC needs to know where they should put their restaurant at in parts of Jakarta Selatan (they already have branch in other cities). With limited budget at risk, they want to know where is the best place for them with the smallest risk possible.

### **Target Audience :**

By hiring me as a data scientist, weve been conducting a focus group discussion whether what kind of possible indicator might be needed and which place is the best to be recommended to their CEO, I would also expected to give reports in the most layman terms possible for all of the employees of FOODINC to understand.

### **Success Criteria :**

The criteria for the management to consider is its demand and population of neighborhoods.