# Introduction:

* 1. **Background**

India is the largest democracy in the world. It has about 17.7% of the total world population. There are about 4000 cities and towns in this country, out of which 46 have a population of more than 1 million people while, 11 of them having more than 3 million people and are considered Mega cities.

Out of all the cities of India, Pune is one of the most preferred and fastest growing. According to worldpopulationreview.com, Pune has grown by 883,770 since 2015 which represents a 2.90% annual change. Its geographic location, moderate climate conditions, multicultural population and the growing IT base has brought it in the top list of most preferred city in the country for settling down by either buying a flat or taking a flat on rent.

* 1. **Problem Statement**

With the increasing migration to Pune, there is a strong requirement amongst the people for the information regarding various areas of the city. The information regarding below points would help people choose the residential location according to their priorities. This data would also be helpful to the builders in selecting and finalizing the site for their projects.

The conclusions that can be derived from this analysis are as under:

* Best areas for buying or renting a flat for families with children
* Best areas for IT professionals based on the location of the IT parks
* Best areas for shopping lovers
  1. **Target Audience**

This analysis targets in depth study of every area of the city based on the existing available facilities like ATMs, banks, schools, gyms, clinics, restaurants, etc. Hence, this analysis will be helpful to anyone who wants to get an insight to the current situation in every area to select a location for either settling down in the city or for the builders who wants to finalize a location for residential project.

To summarize, the target audience for this analysis will be:

* People wanting to chose a location for settling down in the city by either buying or renting a flat.
* Builders wanting to chose a location for future residential project.