

My project is about **“RETAIL Inc.”** a department store (B2C Store) from San Francisco, which seeks to create a new Physical Store.

But the question for the directive board is:

Where it would be the best place to place the new Physical Store?

And there are several key points to analyses and take the decision:

- Is important to be in a neighborhood with several points of attractions nearby.
- another key point is that they should be near to the customers that already purchase on the online store, in order to offer a Fulfilment Centre near to the customers.
- And the last point of this evaluation is the crime rates over the zone, is important to be in a relatively safe place.

These points are what makes **“RETAIL Inc.”** ask for help to the data science department.

In order to solve this puzzle...

RETAIL Inc. first needs to answer the following questions

1. **What are the top 5 of neighbourhoods with the most points of attractions nearby?**
2. **What are my most common destination neighbourhoods for my delivery to home orders?**
3. **What are the most dangerous neighbourhoods in the city?**

Once that we have an answer to those questions, we can answer the main question:

Where it would be the best place to place our new Physical Store?