

# **MARKET EXPANSION USING DATA SCIENCE**

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## **Business Problem**

UP! Sports is a (hypothetical) retail company selling sporting goods, equipment, sports apparels, and much more, for various different sporting activities, all under one roof.

Business is booming and the company has decided to expand its operations. For the same, the company is looking to setup stores in Canada, starting with the province of Ontario. However, the company wants to make this decision using a strategic and methodical approach.

Acknowledging the power of data and analytics, UP! Sports has decided to use a data science based approach to support their decision-making process for business expansion.

The task is to identify and group neighborhoods in the province of Ontario, CA that the company must target and setup their operations and stores in. Since the company specializes in sports-related consumer goods, the ideal neighborhood(s) or groups of neighborhoods for the company would be neighborhoods with many sport-related facilities, such as gyms, yoga classes, soccer fields, and so on.

Thus, the task is to identify such neighborhoods and present an analysis, outlining which neighborhood(s) should UP! Sports setup their retail stores in, as well as the rationale behind the same.