Week 4 IBM Applied Data Science

Coursera Capstone Project

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Optimum location to set up a new club in Mumbai

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__Introduction__

As urbanisation and modernisation amongst the masses has taken place, more and more people are seen to love the night life with drinks and dance bars more than ever. Most cities in India have started having enjoyable late nights in clubs or sports bars to enjoy their weekends.

In this report, we will be taking the case study for the city of Mumbai which has seen a great transformation to the night life culture. The reasons on why Mumbai was chosen for our case study is as follows:

Pros

- Mumbai is called the " Indian city that never sleeps". This means the crowd at markets, bars, clubs are omnipresent meaning more business hours and profit.
- Mumbai is the financial capital of India and hence, makes a good choice to cater to the niche market.
- Mumbai is the residence to all the top Bollywood and sports stars of the country. These stars often do visit clubs and it makes the club extremely likeable to the general public.

However, like most things in life, Mumbai also has some drawbacks which are described below.

Cons

- There is a huge economic diversity in the city. While the city is the host to the richest people in the country, it also houses the world's largest slum.
- Land acquisition is an expensive affair in Mumbai.
- Few areas of the city are highly radical in terms of religion.

Hence, judging by the above pros and cons, it is important to leverage some data science and machine learning which can help people choose which areas to target when one plans to invest in a nightclub.

Business problem

In order to open a night club, there is significant investment with respect to land acquisition, construction and obtaining a liquor license. Keeping all the high investments in mind, we need to be able to make a sound decision to turn our investment into a smart investment. We shall use data science and unsupervised machine learning in particular to point out the areas where it'll be profitable to set up a potential night club.

Target audience

The findings of this report will be of particular interest to the property developers and our potential investors who would be interested to have some stake as ownership of the club. As Mumbai is becoming more and more cosmopolitan, it is certain that there will be many potential businessmen who would like to invest in such a property. Considering the fact that nightclubs and bars have a fairly high median profit, such a property would definitely be deemed as a sound investment if the right choices in terms of location of the nightclub are made.