

# The Battle of Neighborhood

## Problem Background:

Kolkata is one of the populous city in India. It is diverse and is the capital of West Bengal (A state of the eastern part of India). It is also known as commercial and financial hub of East and North-East India. The city has an overall population of 1.49 crores as per census data of 2020. It is also major center of banking of finance, retailing, tourism, entertainment and advertising of India. Indian movie industry is well famous in the world and earn a huge revenue yearly.

As Indian movie industry market is highly competitive, the business is very risky and cost of doing business on movie is also very high. Thus, any startup on this sector needs to be analyzed carefully. The insights derived from the analysis will give a good understanding of the business environment, which helps in strategically targeting the market. This will help in the reduction of risk in business and make the business profitable.

## Problem Description:

ABC Leisure Limited is a famous multiplex chain, which operate mainly in western and northern part of India, wants to start it's business in the eastern part of the country. As Kolkata is a major city of eastern part of India, the company want to start it's business from here. The target of the company is to find out a suitable place in Kolkata where it can start 1<sup>st</sup> movie theatre. If the business is successful, it will further plan to extend its market in the eastern India.

## Description of Data:

The city will be analyzed in the project is Kolkata.

The area of Kolkata district is divided among various small parts, which are in the jurisdiction of different post offices. All post office area has a unique pin code, which can be used to identify the post office/the area under the post office. This dataset is available on the following link,

<https://finkode.com/wb/kolkata.html>

Foursquare API is used to explore other venues/competitors in the locality.

From the above web reference, we can fetch the details of all sub divisions of Kolkata city. Foursquare is used to explore the nearest venues and find out the competitors in this business.