

Clustering of Pune Metro Line -1 Neighbourhood's

Business Problem

Pune is a city in India. Pune Metro is a metro rail based rapid transit system under construction to serve Pune Central and the areas of Pimpri & Chinchwad. The system comprises 3 lines with a total length of 54.58 km.

The company KKK Ltd. Is a utility store chain and plans to set up stores near to metro station. It wants to take advantage of the increase in footfall near to metro station location. In order to decide on the product mix for each shop , the company wants a preliminary investigation about the venues around the to-be metro stations. The initial investigation is limited to metro stations along the Line 1. The decision will be forwarded to marketing department for decision on further studies for final decision of product mix to be sold through the metro station outlets.