

# Coursera Capstone Project: Applied Data Science

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# 1 Introduction

## 1.1 Background of Study Problem of Business

Kathmandu city is the capital of Nepal. Kathmandu is and has been for many years the center of Nepal's history, art, culture, and economy. The main objective is to find where are the perfect spots in the valley where fast food retail chains can be put up, aiming at the above demographic and maximize profits out of them.

## 1.2 Problem of Business

Population in Kathmandu valley is increasing day by day. According to the 2011 census, Kathmandu alone has a population of 17, 44,240 which is more than 2.5 folds of the total urban population in the country. Inside the valley, there are some places which are even more crowded. But people do not know about such places to do business.

The main objective is to find ideal spots in the Kathmandu valley where fast food and other food can be put in, aiming to maximize profits out of them.

