Data Science Capstone Project
Part of Coursera IBM Applied Data Science Capstone

Opening a Supermarket in Los Angeles, California

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Introduction:

In today's fast paced world, there is should be a one stop place for everything people would like to purchase rather than having to visit different shops for every particular item on their shopping list as this would be very time consuming. Supermarkets are stores where one can easily purchase all the required items like grocery, toys, food, packaged products, home appliances, clothes etc. Supermarkets are efficient as they provide the customer all they need at one location without having to visit different stores for each particular item. There are various supermarkets in Los Angeles namely Raley's Supermarket, Rosco Supermarket, CostCo, Walmart etc. As Efficient as they are, Supermarkets are costly to build and maintain as they require a big amount of land. For a real estate developer or investor, it is important that the supermarket is opened in such a location where there is less competition from other supermarkets.

Problem Description:

While opening a new supermarket, it is important to ensure that the supermarket is opened in such a place where there are no Supermarkets as this will reduce direct competition. Using Data science techniques, we can solve this problem using location wise venue data from reliable sources and using machine learning techniques to solve this problem.