**IBM Data Science Capstone Project Report**

**Introduction:**

Pune city, which was previously known as an education hub is now also a growing IT hub. This attracts a lot of student and working-class emigrants. Naturally the go-to food of this demographic is fast food or snacks due to the fast-paced environment. This makes Pune a good market for fast food chains and snack bars.

**Problem:**

In this project we will analyze the neighborhoods in Pune to help a fast food chain, looking to enter Pune, formulate a strategy. We will be targeting mainly fast food restaurants and snack bars since they usually cater to a similar target audience.

This will help the fast food chain by giving them an idea about which locations are dense in population belonging to this demographic. This will ensure a high foot-traffic and help boost visibility and sales.

**Data:**

The following sources of Data will be used.

1. Wikipedia- To get the data regarding neighborhoods in Pune.
2. Python geolocation library: To get the coordinates of all the locations.
3. Foursquare API: To explore the neighborhoods and get a list of restaurants, snack bars and fast food outlets.