IDENTIFYING OPPORTUNITIES IN GURGAON FOR OPENING UP A CLINIC

Coursera capstone project

DESCRIPTION OF THE PROBLEM

Gurugram is among the fastest growing Indian cities and is one of the biggest IT and consulting hubs of India

For its healthcare needs it relies primarily on the major hospitals in Delhi given its close proximity to the capital city
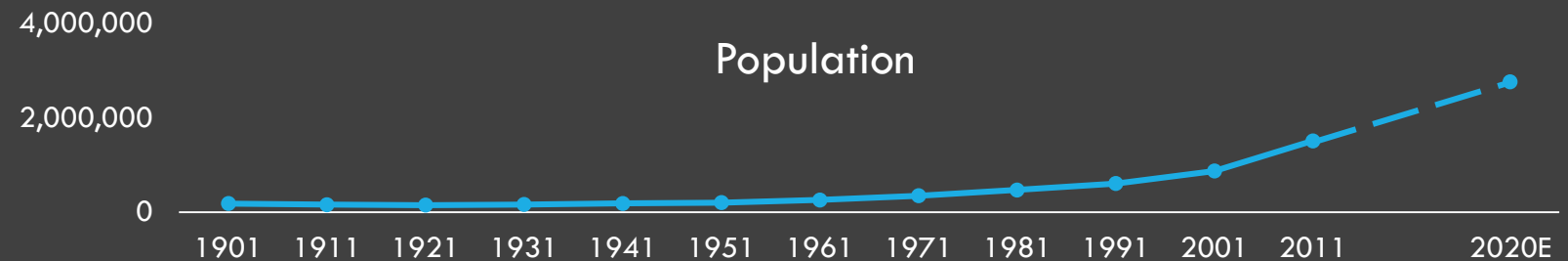
There seems to be a growing need for new hospitals and clinics to be set up within the city to cater to the growing healthcare requirement

A client has approached us to identify an area within the city which is the most underserved when it comes to outpatient clinics

We will **leverage Foursquare** to identify the most optimal location

GURUGRAM DEMOGRAPHICS

In the past one decade, Gurgaon has witnessed its population growing at an alarming pace but the health care facilities and infrastructure have not been updated in keeping with that pace.

Population

4,000,000	
2,000,000	
0	

1901 1911 1921 1931 1941 1951 1961 1971 1981 1991 2001 2011 2020E

Gurgaon, officially Gurugram, is a city located in the northern Indian state of Haryana. It is one of the major satellite cities of Delhi and is part of the National Capital Region of India.

It has the third-highest per-capita income in India and is the site of Indian offices for half of Fortune 500 companies

The city is categorized as very high on the Human Development Index, with an HDI of 0.889 (2017), which is also the highest in India

In March 2019, Gurgaon was named the most polluted city in the world, according to data released by IQ Air Visual and Greenpeace

Source: https://en.wikipedia.org/wiki/Gurgaon