

Coursera Capstone Project: Office Supplier Expansion - New Location Data Analysis

Background and description of the problem

The client is an Office Supplier in Toronto which services small to medium offices. They have saturated the market in their own area and are now looking to expand into a nearby city. The two options under consideration by the client are Quebec and Montreal. As this is will be the client's first business expansion, it is important that out of the two possible locations, they choose the city offering the best possible outcome.

During this process another aspect of the clients business should also be taken into consideration. This is the fact that potential customers expect delivery within the hour, so any business location would have to be close to a number of customer sites.

The data science problem can be described using the following questions:

Part One: Which out of two possible locations has the greater number of potential customers?

Part Two: In the city chosen in answer to part one, which city borough would offer the greatest catchment area for the business?

This analysis is also targeted at any business looking to expand into a new location as the same process of data analysis would apply. It is vital for any business planning an expansion to look for locations with established potential customers in order to make it a success.