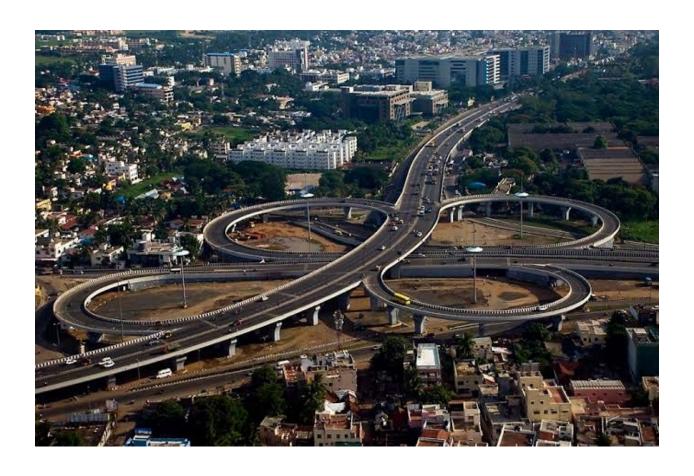# THE CAPSTONE PROJECT

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Introduction-

India is the second most populated country in the world. For many people who live here providing healthcare for such a highly populated country is a huge and critical task. We will have to set up a pharmaceutical enterprise at the right place in order to help the society and to gain business and earn profits too. We will have to find the place which has the least pharmaceutical enterprises to provide medical support to the people who are inaccessible to such facilities. This way we could have maximum profit and benefit the citizens in maximum possible ways.

Business Problem-

The objective of this capstone is to analyze and select the best location in the city of Chennai, India to open a new pharmacy.Using Data science methodology and machine learning techniques like clustering, this project aims to provide solutions to answer the business question, if a Pharmaceutical business developer wants to open a pharmacy which is the right place to open?

Data-

- List of neighbourhood in Chennai
- Latitiude and longitude coordinates of the neighbourhhoods.
- Venue data particularly the ones related to Pharmaceutical enterprises.

Approach-

Now let me take a metropolitan city Chennai in India. With the help of web scrapping we could get the list of all the areas in chennnai(https://en.wikipedia.org/wiki/List_of_neighbourhoods_of_Chennai). Using geocoder we could get the coordinates of all the areas. Now the only thing left is to find out is the number of pharmacy in the neighbourhood. This could be done using FourSquare API and we can check which area has the lowest Pharmacy and that will be the right place to put up to have the best business.