

Problem Statement: Business Expansion Strategy for EasyDay International a Retail Chain in Asia

Background:

You are the CEO of EasyDay International, a global retail chain looking to expand into new markets in 5 to 10 countries across Asia. The goal is to identify the most strategic and profitable countries for business expansion based on economic and demographic factors.

Project Overview:

To make an informed decision, you need to collect, analyze, and interpret key economic and demographic data from Asian countries.

Phase 1: Data Collection

1. Scrape Country-wise Data from VisaTourGuideWorld.com

Collect information on:

Country Name

Capital City

Population

Land Area (sq. km)

2. Scrape GDP Data from Wikipedia

Extract GDP data (in billions) for Asian countries.

3. Create a Structured Dataset

Merge the two datasets on the Country column to create a unified DataFrame containing:

Country

Capital

Population

Area (sq. km)

GDP (in billions)

GDP per Capita (GDP / Population)

Phase 2: Data Analysis & Business Decision

Using the dataset, analyze and determine the best countries for expansion by answering the following key business questions:

1. Market Potential & Consumer Base

Which countries have a large population and high GDP, indicating strong market potential?(Gdp vs Population)

Which countries have a high GDP per capita, suggesting a higher consumer spending ability?(GDP per capita vs Country)

2. Growth & Investment Opportunities

Are there countries with high GDP but lower population density, indicating an untapped market?(gdp per capita vs population density)

Which countries show a balance of economic strength and a growing retail sector?

3. Strategic Expansion Decision

Based on your analysis, select 5 to 10 countries where EasyDay International should expand.

Provide data-driven justifications for your selection.(PLots)

Final Deliverables:

A Cleaned & Merged Dataset

Data Visualizations & Insights (Graphs, Tables, and Trends)

A Business Report outlining:

The selected 5 to 10 countries

Justifications based on data analysis

Expected business potential in these markets

This project simulates a real-world business expansion decision, combining data collection, data analysis, and strategic decision-making.