

CAPSTONE PROJECT:

FIND THE KEY AREAS TO DO BUSINESS IN BANGALORE, INDIA.

Introduction / Business Problem:

- In a highly competitive environment where everyone wants to be in the prime areas, it is always a problem to find the “Best Areas” in a city to start any form of business.
- Depending on the type of business the “Best Areas” can be filtered. If the business is B2B then the “Best Areas” can be filtered as per other required businesses present in the vicinity. If it is a B2C model, then malls and street food chains can be used to filter the appropriate areas.
- There is also a need to identify the least popular areas to start a business as the expenditure on the real estate in these areas would be a lot cheaper.
- An algorithm which throws the “Best Areas” in Bangalore based a set criterion can come in handy.
- In this Capstone I am trying to list out the top 5 places in popularity in Bangalore, INDIA. Popularity is defined by:
 - clusters of number of venues present within vicinity
 - number of houses present in that area – Which gives a rough estimate of the working people present in that area.