

IBM DATA SCIENCE CAPSTONE **PROJECT**

Opening Department Store in **Optimised Places of Bangalore, India**

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1. Introduction:

1.1 Motivation:

Groceries are the basic needs of day-to-day life. From monthly ration to everyday needs like milk, curd, bread etc everything is bought from a departmental store. People often prefer to have such stores near their residence. Thus, every colony, or society requires a standard departmental store to satisfy their needs. This results in the need for a large number of such stores everywhere. Industrialists, manufacturer, and many tradesmen often invests in the evergreen grocery business. Such a business has very little risk factors, even entrepreneurs can invest in it. However, location of the store can be a factor that affects this business. In this project, we will try to find an optimised place for opening a departmental store.

1.2 Business Problem:

The purpose of this capstone project is to analyse, visualize, cluster areas and predict where should we place our store. Using data science methodologies and machine learning predictive techniques we will try to make our prediction as accurate as possible. The project aims to answer the business question: Where should a person open a new department store in the city of Bangalore, India?

1.3 Target Audience:

Industrialists, manufactures, tradesmen, entrepreneurs and small shopkeepers can also find this project useful. This project targets all audiences who are interested in opening departmental stores in Bangalore, India.

