

Capstone Project - The Battle of Neighbourhoods

Introduction/Business Problem:

Suitable New Store Location in London for an Indian Fashion Retailer

The Task at Hand

A company is looking to open a clothing store based on Indian culture in London.

I've have been given a task of identifying the best location the open the store where the *Asian* population is maximum since most of the customers will be ***Indians, Pakistanis and Bangladeshis***.

Criteria

Qualitative data from another retailer that they know, suggests that the best locations to open new fashion retail stores may not only be where other clothing is located but that the best places are in fact areas that are near ***Indian Restaurants, Cafés and Parks***. As **Asians** are very social people that frequent these places often, so opening new stores in these locations is becoming popular.

The analysis and recommendations for new store locations will focus on general neighbourhoods with these establishments, not on specific store addresses. Narrowing down the best district options derived from analysis allows for either further research to be conducted, advising agents of the chosen district, or on the ground searching for specific sites by the company's personnel.

Why Data?

Without leveraging data to make decisions about new store locations, the company could spend countless hours walking around neighbourhoods, consulting many real estate agents with their own district biases, and end up opening in yet another location that is not ideal.

Data will provide better answers and better solutions to their task at hand.

Outcomes

The goal is to identify the best neighbourhood to open new stores as part of the company's plan. The results will be translated to management in a simple form that will convey the data-driven analysis for the best locations to open stores.