

**Coursera Capstone**

**IBM Data Science Capstone**

**Opening of New Multiplex in  
Hyderabad, India**

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## **Introduction:**

A multiplex is a movie theater complex with multiple screens within a single complex. They are usually housed in a specially designed building. There are so many movie lovers increasing day by day. So day by day so many Multiplexes were getting built in major cities like Hyderabad. But most of the Multiplexes are built in the same place which will result in less profits. But due to the unavailability of Multiplexes near to there area and also the traffic in the city makes it difficult to watch movies in Multiplexes. Particularly the location of Multiplexes is one of the most important factors which decides the success of the Multiplexes.

## **Business problem:**

Day by day so many Multiplexes were getting built in major cities like Hyderabad. But most of the Multiplexes are built in the same place which will result in less profits. So by using data science to find the perfect place to build a new Multiplex will increase their profits.

## **Target Audience:**

This project will be useful for the developers and investors who are interested in building Multiplexes in Hyderabad.

## Data:

To solve this data we want three types of data:

- List of popular suburbs in Hyderabad. We can get this data from wikipedia page  
[“https://commons.wikimedia.org/wiki/Category:Suburbs\\_of\\_Hyderabad,\\_India”](https://commons.wikimedia.org/wiki/Category:Suburbs_of_Hyderabad,_India)
- Latitude and longitude coordinates of these suburbs. We can get this data from python geocoder package.
- Venue data to find the shopping malls. We can get this data from Foursquare API