Introduction/Business Problem

1. Introduction

Bangalore, is a very rapidly growing city. It is a IT hub and rightly referred to as a Silicon Valley of India. With its rapid growth attracting many companies to open its center here and also many start-ups opening up, it is attracting a lot of people all of the world to come here looking for jobs. This has led many opportunities for business like restaurants, café, transports, homestays/hostels, medical, hypermarkets and even malls to quickly capitalize this moment to capture and establish the hold in the market by strategically positioning them in accordance the requirements of the locality.

2. Business Problem

Now, Although we understand there is an opportunity for business to gain huge profits by coming in Bangalore but we still need to find the most appropriate positions/locations for their establishment to get maximum profit. The problems can be classified in following points:-

- Understanding if a particular kind of business is in demand from the city
- Finding best location for the business

This can only be done by totally analyzing the whole location of Bangalore, from its every locality to its neighbourhood and for this proper data are also required which is also one of the big problems.

Here, we will try to search for the locality data from the web and scrape it. Then, after proper cleaning and filtration of useful data we would use FourSquare API to look over neighbourhood to find the businesses and type of businesses present there. After that we could analyze the data and cluster the similar localities together and then present/suggest the location best suited for the business