Introduction

Belarus has only recently opened to the West, it is a developing and promising country, both for foreign and domestic franchises.

For many buyers, the presence of a famous brand known outside of our country (McDonald's, CFS, Dodo Pizza) will be a significant motivation to visit this institution.

Of course, as with any business decision, the opening of a new point and further development strategy requires serious consideration. The choice of the next city for development and the formation of a plan to increase points in the cities of our country is one of the most difficult and important decisions that will determine whether the business will be successful and how effective the development will be.

Business problem

The purpose of this project is to analyze the cities of Belarus and institutions located on their territory to determine a strategy for developing their network in a specific area in Belarus. Using the methodology of data science and machine learning, using the clustering method, this project aims to provide a solution that answers the business question: how to build a strategy for developing a network of establishments of a certain type in medium and small cities of Belarus, in simple words, where it is worth opening a new point first of all?

The target audience of this project

This project is especially useful for entrepreneurs and investors who want to open or invest in the development of their franchise or buying an existing one and developing it in our country.
Franchises such as CFS, burger king, H&M are already beginning to develop the regional centers of our country, and soon they will probably pay attention to medium and small cities.
The country needs the development of large networks, which will create competition and fruitfully affect the domestic market and the development of entrepreneurship in general.

Data

To solve the problem, we need the following data:

- Required data
  - List of cities in Belarus
  - Latitude and longitude of cities
  - Population data for different years, salary for different years
- Data sources
  - Data from the website of the National Statistical Committee (https://www.belstat.gov.by/)
  - Geocoder package for obtaining latitude and longitude coordinates

- Foursquare API for receiving data on institutions of various types in cities

Data sources and methods for their extraction:

The website of the National Statistics Committee contains annual newsletters that contain information on cities, their population, and average wages in each city. We convert this data to Excel format, because Data is available for download only.

After that, it will be necessary to clear the data, also calculate the coefficients of increase or decrease in the population and wages, as well as the coefficients of comparing the population and wages between cities.

The Python Geocoder package will provide us with the latitude and longitude coordinates of cities.

After that, we will use the Foursquare API to obtain data on establishments located in these settlements and all the information necessary for analysis.