Finding suitable locations to open a Cinema hall in Bengaluru, India

1. Introduction / Business Problem

The aim of this project is to find suitable locations to open a cinema hall in the Bengaluru, India. The first requirement is that the new cinema hall should be easily accessible by its prospective customers and more specifically it should be located near a bus station. The number of cinemahalls already existing in an area should also be considered so that fierce competition be avoided if possible. Apart from the obvious intended stakeholders, similar methodology could be used for other specific types of media-businesses. It can serve as an initial starting point of locations to consider to start their business. For the project objectives to be achieved, python geolocation libraries will used, along with the Foursquare API. Also, in order to create clusters of similar candidate locations, the KMeans machine learning clustering algorithm will be used.