

Coursera Capstone

IBM Data Science Capstone Project

Opening a Pub in Mumbai

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Introduction

A pub, or public house, is an establishment licensed to sell alcoholic drinks, which traditionally include beer (such as ale) and cider. It is a social drinking establishment and a prominent part of British, Irish, Breton, New Zealand, Canadian, South African and Australian cultures] In many places, especially in villages, a pub is the focal point of the community. In his 17th-century diary, Samuel Pepys described the pub as "the heart of England".

But now it has spread to almost all countries across the globe. Developing countries like India with its huge population and once a colony of Britishers has definitely moved into this trend. Westernization and night life is a common trend amongst both the upper and middle class of the society.

Mumbai is the economic capital of India. The Richest man in Antila to the Poorest man in Dharavi live in this city. Thus this city have a complete diversity among the social and economic groups, making a perfect scenario of every type of recreational facility to be built.

As a result, there are many pubs in the Mumbai and many more are being built. Opening pubs allows property developers to earn consistent rental income. Of course, as with any business decision, opening a new pub requires serious consideration and is a lot more complicated than it seems. Particularly, the location of the pub is one of the most important decisions that will determine whether it will be a success or a failure.

Business Problem

The objective of this capstone project is to analyse Pub clusters in the city and select the best locations in Mumbai, India to open a new pub.

Using data science methodology and machine learning techniques like clustering, this project aims to provide solutions to answer the business question: In Mumbai, India, if a property developer is looking to open a new pub, where would you recommend that they open it?