# BUSINESS GUIDANCE SYSTEM

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**ABSTRACT:** In the excogitate world where people run after the money, establishing a business has been an inevitability in the society. But many people due to lack of proper conveyance have flung themselves into the bottom of the poverty line because of investing in the wrong place in a wrong business. The main aim of our application is to guide the people who wish to start a business. Our application provides a detailed statistical data about the list of business in a particular place and the places in which a certain business is at its best, so that the people who are aspiring to start a certain business can have an overview where to start their business without dripping themselves into losses. It also provides the information about the vacancies that are required to start a specific business. It also provides a list of legal measures required to follow when you need to starting a business. It helps the people to understand current business trends in our world. Knowing the right place to establish a right business is like having a trump card in your hand.

**Keywords**: Business, Vacancies, Legal measures, Business trends

## I. INTRODUCTION

Competitiveness in turning out to be a compulsive attribute in the global market showdown! At every single step demands for operational excellence and responsiveness is soaring, creating business evolution. In order to keep up with the environment, businesses must respond instantly to meet convulsive customer demand, enhance the rate of quality production, react swiftly & proactively to shunting market alignments as well as constantly seek gains in productivity.

In this reign of business enhancements, the major concern is about proper business establishment. In our country many people are interested in business sector, due to lack of knowledge and guidance majority of the business collapse into the depths of the economical line.There are also some situations where people cannot choose a particular location to start their business. As India stands economically 7th in the world, we have more feasibilities in business sector. Here we create an application where the investors are acknowledged with all the raw data which is required to start a particular business.

## II. LITERATURE SURVEY

Alejandro Vera-Baquero, Ricardo Colomo-Palacios, Owen Molloy Universidad Carlos III de Madrid [1] Continuous improvement of business processes is a challenging task that requires complex and robust supporting systems. Using advanced analytics methods and emerging technologies--such as business intelligence systems, business activity monitoring, predictive analytics, behavioral pattern recognition, and "type simulations"--can help business users continuously improve their processes. However, the high volumes of event data produced by the execution of processes during the business lifetime prevent business users from efficiently accessing timely analytics data. This article presents a technological solution using a big data approach to provide business analysts with visibility on distributed process and business performance. The proposed architecture lets users analyze business performance in highly distributed environments with a short time response.

Ramesh Sharda, Daniel Adomako Asamoah [2], Natraj Ponna,Institute for Research in Information Systems Business analytics and big data are being discussed everywhere right now. The objective of this paper is to provide a research and teaching introduction to business analytics. It begins by providing a quick overview of the three types of analytics. To assist the future analytics professionals, we identify various sectors of the analytics industry and provide a classification of different types of industry participants. Then it includes a brief description of some current research projects under way in our team. We also note some research opportunities in Big Data analytics.

Alcaraz, Rafael, [3] **Source:** Journal of Brand Strategy, Volume 3Much of the traditional marketing science practice prior to (and perhaps even throughout) the twentieth-century remained hidebound by lack of information and rules-of-thumb. Perhaps this was because of the lack of technology enabling the diffusion and sharing of information across geographies, people, and disciplines. This has been the case across general market (GM) and culturally specific (CS) research. Technological advancements and increased computational power have enabled broader sharing of information

### III.   PROPOSED SYSTEM

We develop an android application to Guide people who are interested to start a business. Our app takes all the data about different business running in different areas of the state and city as input and provides guidance to the people about where to start their business.We analyse the past and present data and guide the people where to start their business so that we can reduce the loss that occur when business started in wrong area.

- We provide the list of areas where we can start the business.
- We provide a list of legal measures ought to be followed when starting a business.
- It helps the people to understand current business trends in our world.
- Knowing the right place to establish a right business can yield large amount of profits.

### A.  IMPLEMENTATION:

Pandas , matplotlib and numpy are used for statistical data analysis using python. Kivy tool is used to design android application using python. Kivy is an opensource multi-platform GUI development library for Python and can run on iOS, Android, Windows, OS X, and GNU/Linux. It helps develop applications that make use of innovative, multi-touch UI. The fundamental idea behind Kivy is to enable the developer to build an app once and use it across all devices, making the code reusable and deployable, allowing for quick and easy interaction design and rapid prototyping. MySQL is a relational database management system based on SQL – Structured Query Language. The application is used for a wide range of purposes, including data warehousing, e-commerce, and logging applications. The most common use for mySQL however, is for the purpose of a web database. MySql database is used to store the data.

### B.  WORKING MODEL:

In order to access the application for the first time, he/she should sign up into the application by submitting all the required and specified details. To login, he should submit the  id and password respectively.In business module we select the area in which we are interested to start a business and a list of profitable business in that area will be displayed. Else, if you already have a business in mind the recent trends in that particular business will be displayed. In legal assistance module we will be providing the list of legal measures need to be taken while establishing a particular business.The users can access the area module and select the area for the business that he is interested to start.We provide the shops or complexes vendors data that are vacant in that area.
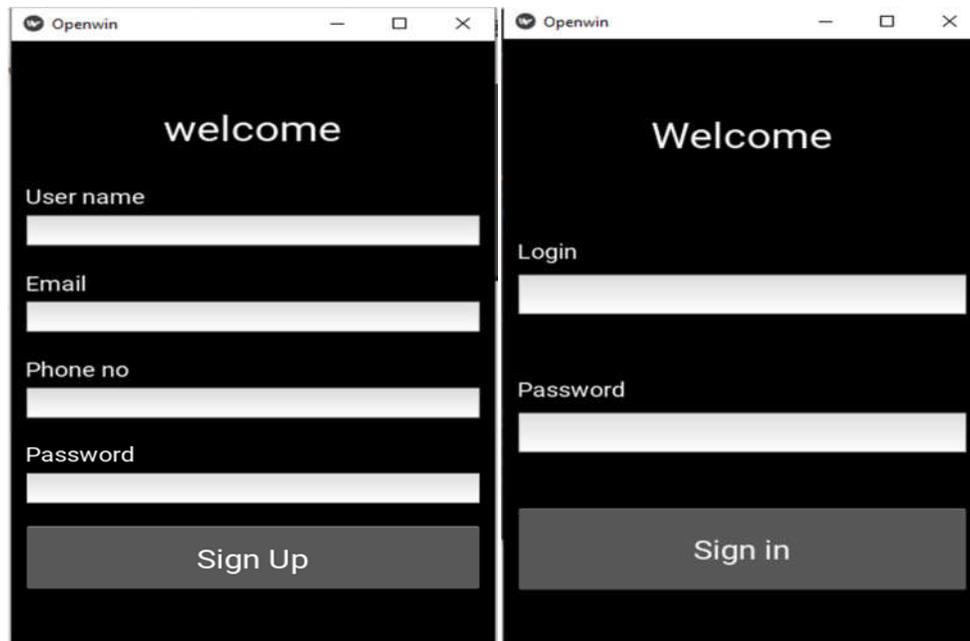
**Figure 1: Signup and login module**

He/she should first sign up in order to be able to use the application.Next we can login into the application and select the business of our choice.
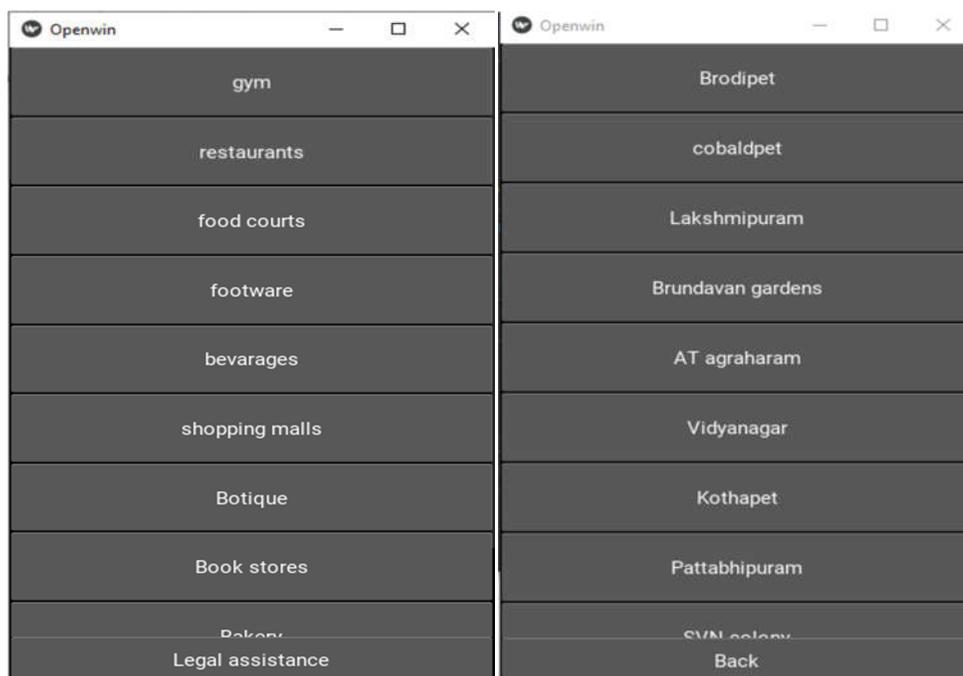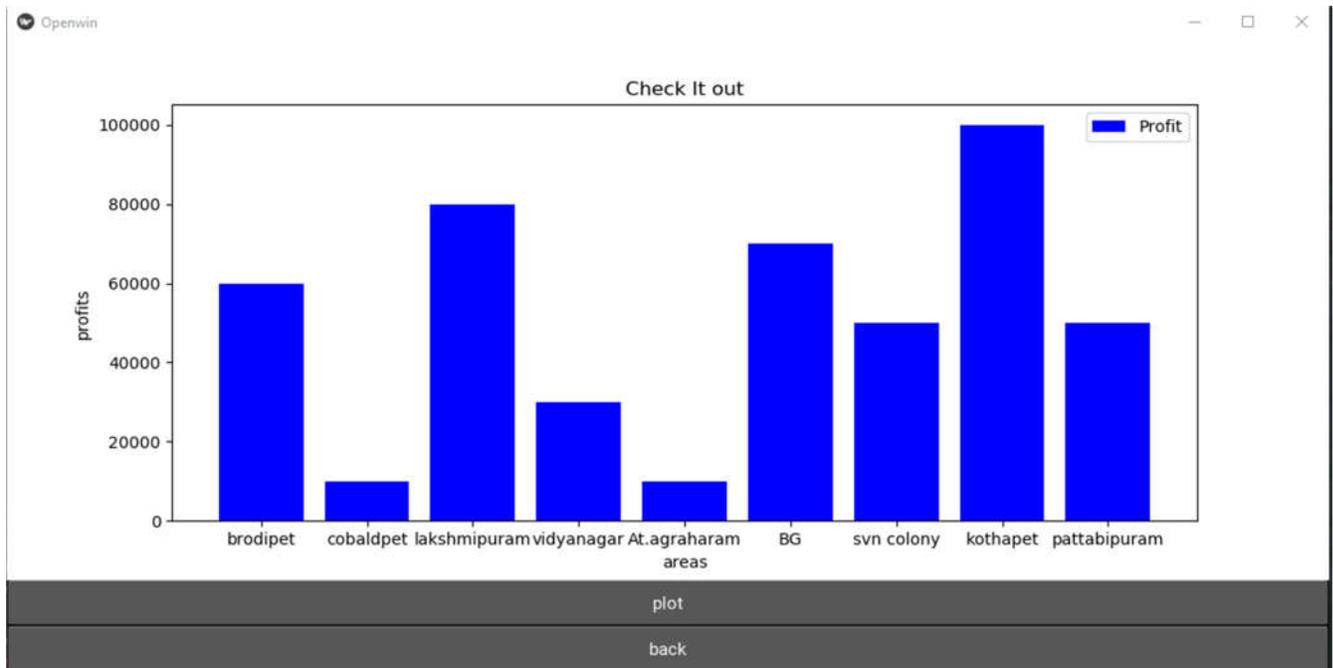
**Figure 2: Business and Area Modules**

After selecting the business we can use the visualize button to visualize the profits data of a particular business over the past few months. In this way we can monitor the current business trends. The area module will provide you the information about the vacancies present in a particular area.



**Figure 3: Statistical data of profits of different business**

The legal assistance button can enlighten you with the list of legal measures that ought to be carried out while establishing a business.

## IV. CONCLUSION & FUTURE WORK

All the stress taken by an individual to start a particular business with proper investment without purging into losses can be reduced by our application. Our application provide the statistical description about the profits earned by a particular business of a period of time, so that it can be helpful to the user to gain knowledge about the current trends in business activities. Our application also provides the data about the vacancies of shops or complexes or slots which are required to establish a business.

With the system we proposed, we are trying to extend this to the maximum. The scope of the project can further be improved by in many ways. We can add the tenure for which one can get the statistical data so that he can review the latest business trends. Next we can add the business that are running low on funds and need some investment so that people who are interested in that business can become partners or stake holders. We can also provide an interface to select the business based on the investment that a user can afford.

## REFERENCES

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