

# The Battle of Neighborhoods

Coursera - IBM Applied Data Science

# Business Problem

Urbanization is a Megatrend worldwide...

...more and more confusing cities

**Where are good places for new businesses?**

# Criteria for a good location

For businesses like restaurants, gyms or stores...

....the location crucial

Influence has:

- Crimes within a neighborhood
- Population density of a neighborhood
- Number of competitors within the neighborhood

1. Crimes within a neighborhood
2. Number of competitors within the d

# Data Science as Solution

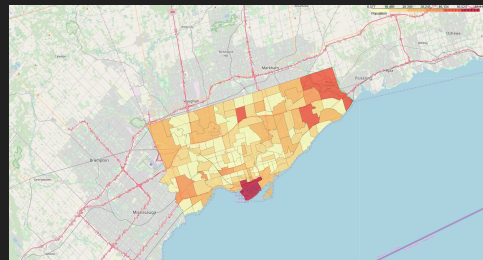
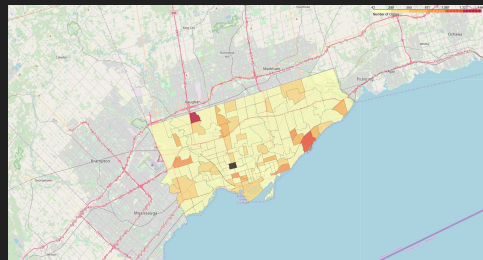
**Collect data about the neighborhoods of your city...**

**...evaluate the location with machine learning algorithms**

**Assume you are a founder of pizza place in Toronto**

# Collecting the Data

- Dataset for geographic data on the neighborhoods
- Dataset for crime statistics on the neighborhoods
- Dataset about the neighborhood population
- Dataset about the number of competitors



Venue Category		Venue Id
Chinese Restaurant	4bf58dd8d48988d145941735	
Sandwich Place	4bf58dd8d48988d1c5941735	
Fast Food Restaurant	4bf58dd8d48988d16e941735	
Pizza Place	4bf58dd8d48988d1ca941735	
Fried Chicken Joint	4d4ae6fc7a7b7dea34424761	
Wings Joint	4bf58dd8d48988d14c941735	

# Methodology

Bring all data in one dataset together...

... find clusters in the data

AREA_SHORT_CODE	AREA_NAME	LONGITUDE	LATITUDE	Number of Crimes	Area m^2	Population	Persons per m^2	Sum Venue
129	Agincourt North (129)	-79.266712	43.805441	513.0	7264393.0	29113	0.004008	1
128	Agincourt South-Malvern West (128)	-79.265612	43.788658	154.0	7875876.0	23757	0.003016	1
20	Alderwood (20)	-79.541611	43.604937	223.0	4980675.0	12054	0.002420	2
95	Annex (95)	-79.404001	43.671585	154.0	2791395.0	30526	0.010936	1
42	Banbury-Don Mills (42)	-79.349718	43.737657	81.0	10045354.0	27695	0.002757	2

K-means

	LONGITUDE	LATITUDE	Number of Crimes	Area m^2	Population	Persons per m^2	Sum Venue
Labels							
0	-79.356925	43.729088	810.142857	4.016187e+06	17517.000000	0.005073	0.857143
1	-79.410995	43.718262	187.433735	5.914220e+06	20042.506024	0.004284	0.361446
2	-79.381349	43.669528	148.000000	1.483088e+06	26825.250000	0.018447	9.500000
3	-79.392426	43.686745	220.675676	2.365391e+06	17645.837838	0.008498	2.108108
4	-79.435646	43.663522	303.500000	1.103498e+06	31304.000000	0.034273	1.500000

# Results

*Black Cluster: High crime,  
low population density, a few competitors*

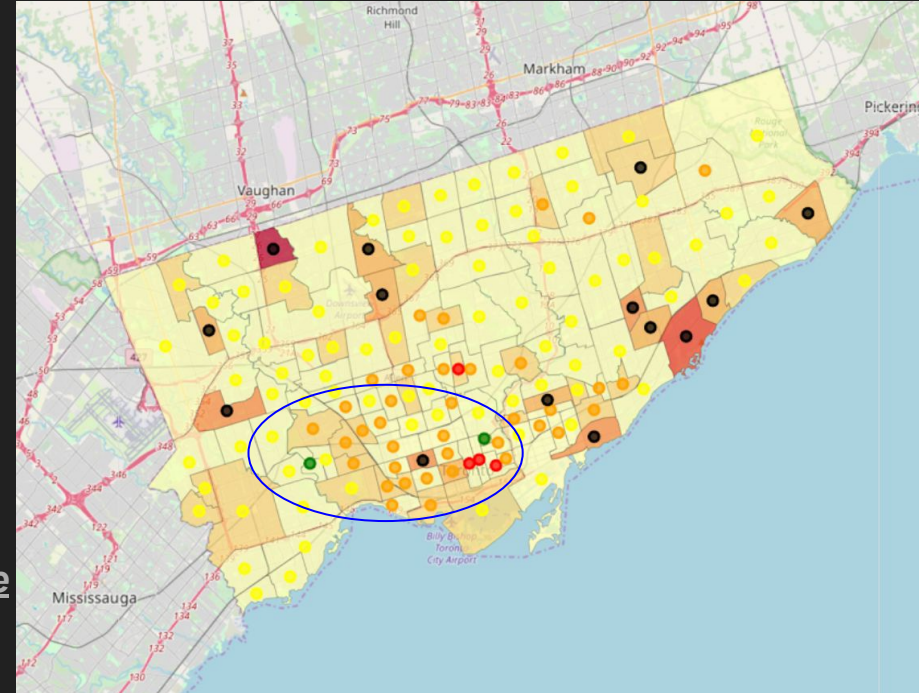
*Yellow Cluster: Low crime,  
low population density, a few competitors*

*Red Cluster: Low crime,  
medium population density, a lot of competitors*

*Orange Cluster: Low crime,  
low population density, some competitors*

*Green Cluster: Low/medium crime,  
high population density, some competitors*

*The green cluster seem to be  
a optimal location for a new pizza place*



# Discussion and Conclusion

K-means algorithm has identified two neighborhoods which seem to a very suitable location for a new pizza place

Data science can be a valuable contribution to find good location in big cities

For safe estimation of location more research is necessary - but the results of this first approach are promising