

Applied Data Science Capstone Report

Introduction/Business Problem

Karachi is the largest city of Pakistan and also its commercial capital. Like all major cities in the world, the food culture in Karachi is top-notch and diverse. There are new restaurants opening up everywhere, but some of them last longer than others. This is because not enough new eateries are able to fulfil their goals and end up shutting down.

Assuming that I want to set up a small restaurant in one of the city's neighbourhoods, I'd have to compare the neighbourhoods in the city to evaluate which would be more suitable. There are multiple factors that can help determine which neighbourhood would be appropriate for setting up the restaurant. In the capstone project, I will be evaluating factors like restaurants nearby, shopping places, movie theatres and the like to see which area is better suited to my business needs.

Data

The data will be extracted from the following links and evaluated to solve the problem above:

-Foursquare data for Karachi:

<https://foursquare.com/v/karachi--%DA%A9%D8%B1%D8%A7%DA%86%DB%8C/4e5ddb7814954da39fe8128c>

-Neighbourhoods In Karachi: https://en.wikipedia.org/wiki/Category:Neighbourhoods_of_Karachi

-Town In Karachi: https://en.wikipedia.org/wiki/Towns_in_Karachi