

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.

This project will also be able to help anybody who is looking to set up an office or a restaurant or has any kind of business that is likely to be affected by the crowds coming in from public spaces.

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>

The foursquare data from Karachi has details on restaurants, schools, movie theatres and malls. Since it is likely that such places will attract people, it will be worthwhile to visualise and see whether a restaurant is likely to do well here.

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

A list of neighborhoods in Karachi that will be useful in the project