Cousera Capstone Project 2021

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IBM Applied Data Science Capstone Southampton land distribution

Introduction

- The city of Southampton is located south east from London in UK. Is well known as the sunniest city in the UK, with its airport, train stations, top Universities worldwide and one of UK's main maritime port is growing fast.
- Due to this accelerated growing a new land distribution is necessary. To keep current city's life quality and organization it is necessary to identify main areas usage to reorder them accordingly and ensure a proper future planning for its land usage and people wellness.

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Business Problem

Questions I aim to answer in this project:

1. List and visualize representative parts of Southampton and Winchester with top venues.
2. What are top venues type per district.
3. What are main land usage types in Southampton city.

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Target Audience

- This project is mainly intented for local authorities who are looking for aggregated data about the city, land usage and distribution.
- It is also for people who are looking for the right place to start or expand a business.
- Additionaly will give a general view to future Southampton inhabitants about the city and find best place to live.

- It will help to the city planning and development.

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Data

- Southampton zipcode locations
  - Contains the list of all current and past zipcodes of the city.
  - It does contain lat and long coodinates, addresses, zipcodes, county and country per each location.
  - Can be found here: https://www.getthedata.com/open-postcode-geo-south-east
- Southampton venue types
  - Foursquare API
  - Will joined with location data to get venues per location.

Featuring data wrangling, cleaning and science I will analyze this data set to try to give answers to my project questions.