IBM Coursera Capstone Project – Business Proposal

Introduction:

Chennai, formerly known as Madras, is the largest city in the entire southern part of India. This is the capital city of Tamil Nadu located in the Republic of India. The city has its eastern boundary with mighty ocean of Bay of Bengal which stretches for about 17km thereby making Marina the second largest seashore in the world.

The city is well connected to every nuke and corner by a well-developed city bus transportation service. There are electric trains that connects the important parts of the cities. The Chennai metro rail projects are in the final level of completion. The city known as the "Gateway to the South" is known for its beach, diverse population, cinemas and theatres, shopping malls, parks, restaurants etc.

Chennai, however has issues in terms of finding the right area to live due to the vast difference in the quality of neighbourhoods within the city. Factors like quality of education, availability of amenities, recreation, services decide which area is best to live at.

Problem Statement:

The business problem I am trying to address via this project is the following:

1. List all major parts of Chennai city which has good amenities and infrastructure.
2. What are the top locations as per the infrastructure?
3. Which areas have potential for development?
4. Which areas lack infrastructure?
5. Which is the best place to stay in the city?

Data Description:

Chennai's demographics shows that it is ethnically and culturally diverse. There are many facilities and infrastructure spread around the city like hospitals, malls, not to mention historically significant temples and building.

For this following project, we require the following data:

1. Neighbourhoods in Chennai (Source:
   https://en.wikipedia.org/wiki/List_of_neighbourhoods_of_Chennai)
2. Description: Contains a list of all neighbourhoods within Chennai with locality,
   latitude, and longitude.
3. To find the infrastructure and available amenities within a locality we will be making
   use of the foursquare API. Link:
   https://foursquare.com/explore?mode=url&near=Chennai%2C%20Tamil%20N%C4
   %81du%2C%20India&nearGeoId=72057594039192463
4. By using foursquare API, we will be able to analyze each neighbourhood for
   availability of facilities.

With the use of the above data, we will be analyzing the better neighbourhoods in and around
Chennai and thereby concluding for potential audience on which locality/neighbourhood is
better in Chennai.