

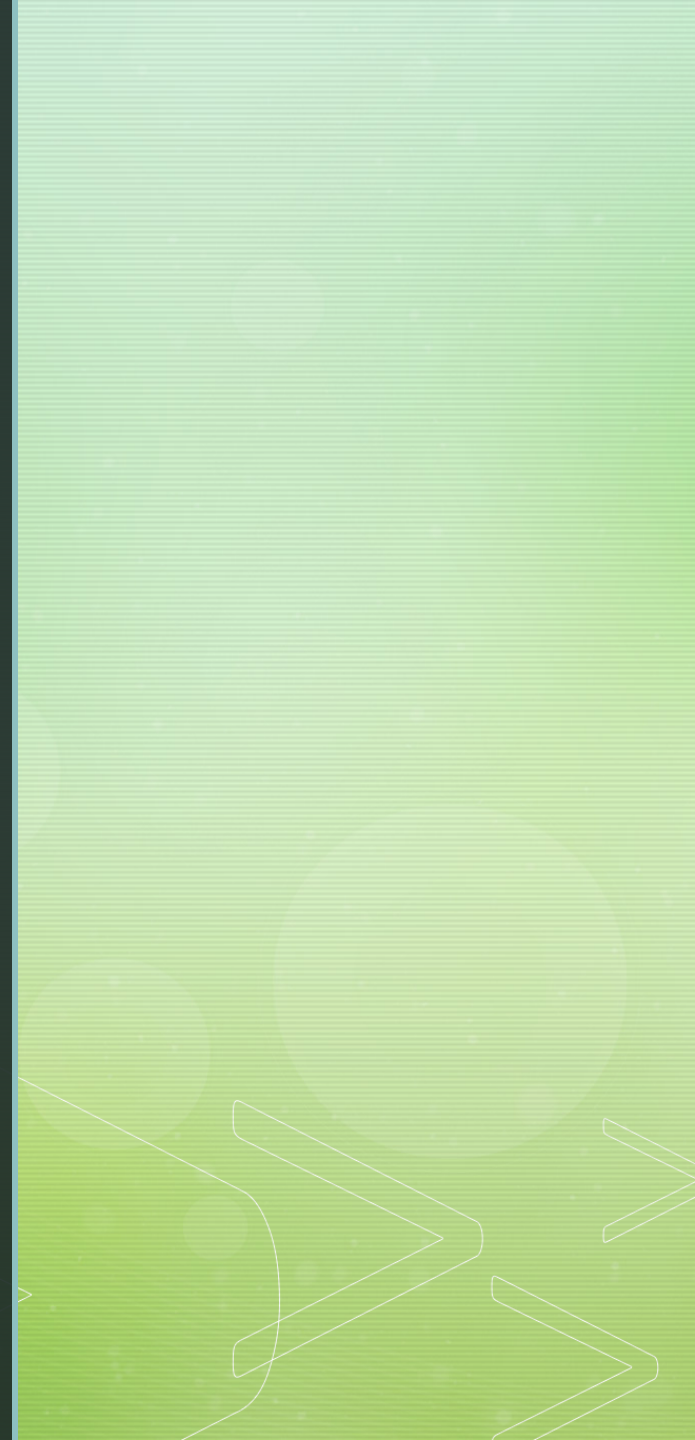
Capstone Project: The Battle of Neighborhoods



Final Project to Coursera

Presenter: BTT

05/19/2020



Introduction

- ABC is a company based in Toronto for organizing events, currently it works on a project to organize an event for 5 days for a group of photographers from all over the world. The company has to put a good program, including a hotel of residence, a hall for meetings, places of landscape to visit, stores for shopping, restaurants and cafes. So, the company's purpose is to make a list of places of landscape in Toronto, including the nearest restaurants, cafes, and shopping stores for each place



Data source

- The data used in this project is provided by Foursquare location data. The data are grouped by landscape area, and each area included the information about this area and all information about restaurants, cafes, and stores which in this area.

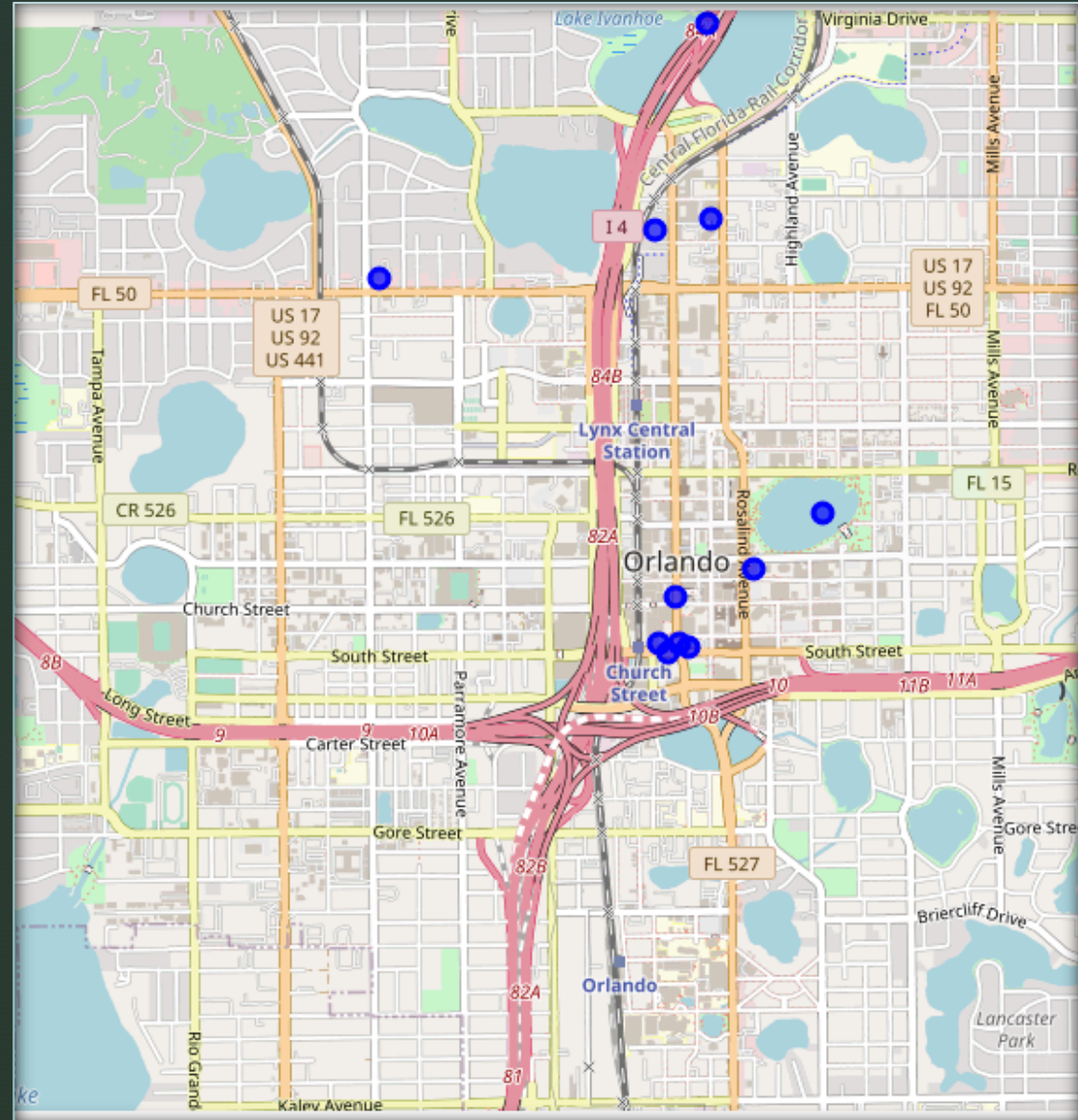
Methodology

- Majorly relied on Foursquare API to retrieve all venues of each neighborhoods, then group by each neighborhood and to count how many venues before filter top 10 most common venue types of each neighborhood.

Results

	name	categories	address	lat	lng	postalCode	state
0	Shopping	Boutique	121 E Welbourne Avenue	28.596844	-81.350702	32789	FL
1	Hollieanna Shopping Center	Shopping Mall	741 S Orlando Ave	28.591556	-81.365662	32789	FL
2	Shopping!	Eastern European Restaurant	NaN	28.598329	-81.288301	NaN	FL
3	Southgate Shopping Center	Shopping Plaza	4649 S Orange Blossom Trl	28.496095	-81.395773	32839	FL
4	Shopping Aricanduva	Shopping Mall	NaN	28.485120	-81.431873	NaN	FL
5	washington shores shopping plaza	Miscellaneous Shop	NaN	28.538864	-81.416622	32805	FL
6	Orange Blossom Trial Shopping Center Link Supe...	Bus Line	NaN	28.496820	-81.397034	NaN	FL
7	Publix	Grocery Store	741 S Orlando Ave	28.591514	-81.366182	32789	FL
8	Aloma Shopping Center	Miscellaneous Shop	NaN	28.601705	-81.322544	32792	FL
9	Publix	Grocery Store	4402 Curry Ford Rd	28.521735	-81.330419	32812	FL
10	Lee Road Shopping Center	Shopping Mall	900 Lee Road	28.605573	-81.395042	32804	FL
11	Sprint - (Aloma Shopping Center)	Mobile Phone Shop	2225 Aloma Ave	28.602273	-81.322774	32792	FL
12	Publix Liquors at Aloma Shopping Center	Liquor Store	2345 Aloma Ave	28.602244	-81.321765	32792	FL
13	Sun Plaza Shopping Center	Miscellaneous Shop	NaN	28.552476	-81.469364	NaN	FL
14	Publix	Grocery Store	4048 S Semoran Blvd	28.503379	-81.311609	32822	FL
15	Food Shopping :-)	Deli / Bodega	NaN	28.488875	-81.302877	32822	FL
16	Life Love Shopping	General Entertainment	NaN	28.596627	-81.302517	NaN	FL
17	BestBrazil Shopping	Electronics Store	1233 Sand Lake Rd #8	28.450663	-81.394194	32809	FL
18	Publix	Grocery Store	4606 S Kirkman Rd	28.495325	-81.460852	32811	FL
19	Highland Lakes Shopping Center	Shopping Mall	NaN	28.552661	-81.480753	NaN	Florida
20	Rio Pinar Plaza	Miscellaneous Shop	515 S Chickasaw Trl	28.536960	-81.275582	32825	FL
21	Unigold Shopping Center	Shopping Plaza	7530-7762 University Blvd	28.596066	-81.285177	32792	FL
22	Best Pro Shopping	Department Store	NaN	28.465357	-81.455043	32819	FL
23	Publix	Grocery Store	2295 Aloma Ave	28.602325	-81.322011	32792	FL
24	Park Avenue	Shopping Plaza	Park Ave	28.597262	-81.350993	32789	FL
25	Orlando International Premium Outlets	Outlet Mall	4951 International Dr	28.474671	-81.451529	32819	FL
26	McDonald's	Fast Food Restaurant	4066 S Semoran Blvd	28.503155	-81.310804	32822	FL

Results



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- Downtown has the most venues in Orlando
- The density of the clustering area is not high
- Based on the data frame information and map, it would be better to arrange the event in the central of Orlando next to the highway exit and the airport (in the red circle).
- Since this area including every place, I need to support various activities like shopping, eating and residence.