Capstone Project: The Battle of Neighborhoods

Final Project to Coursera

Presenter: BTT

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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.

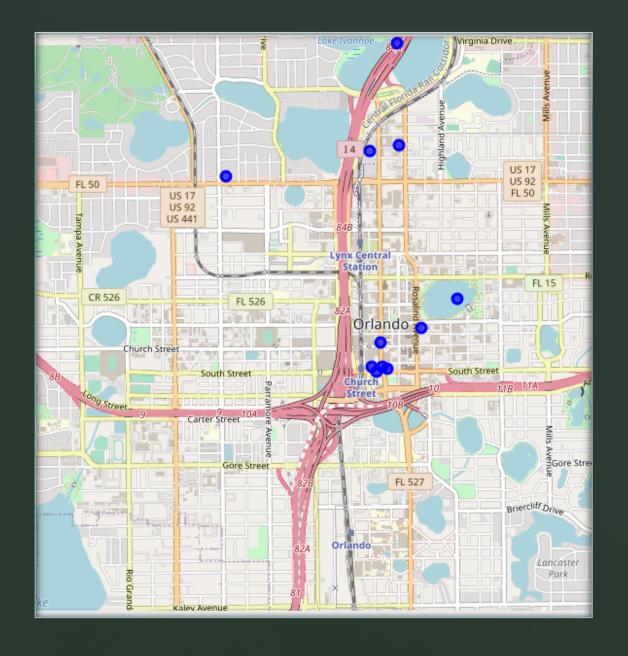
Methodology

 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

Shopping Hollieanna Shopping Center Shopping! Southgate Shopping Center Shopping Aricanduva washington shores shopping plaza Blossom Trial Shopping Center Link Supe Publix Aloma Shopping Center Publix	Boutique Shopping Mall Eastern European Restaurant Shopping Plaza Shopping Mall Miscellaneous Shop Bus Line Grocery Store Miscellaneous Shop	121 E Welbourne Avenue 741 S Oriando Ave NaN 4649 S Orange Blossom Tri NaN NaN NaN 741 S Oriando Ave	28.596844 28.591556 28.598329 28.496095 28.485120 28.538864 28.496820	-81.350702 -81.365662 -81.288301 -81.395773 -81.431873 -81.416622 -81.397034	32789 32789 32789 NaN 32839 NaN 32805	state FL FL FL FL FL FL
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Publix Aloma Shopping Center		741 S Orlando Ave	00 504544		NaN	FL
	Miscellaneous Shop		28.591514	-81.366182	32789	FL
Publix		NaN	28.601705	-81.322544	32792	FL
	Grocery Store	4402 Curry Ford Rd	28.521735	-81.330419	32812	FL
Lee Road Shopping Center	Shopping Mall	900 Lee Road	28.605573	-81.395042	32804	FL
Sprint - (Aloma Shopping Center)	Mobile Phone Shop	2225 Aloma Ave	28.602273	-81.322774	32792	FL
Publix Liquors at Aloma Shopping Center	Liquor Store	2345 Aloma Ave	28.602244	-81.321765	32792	FL
Sun Plaza Shopping Center	Miscellaneous Shop	NaN	28.552476	-81.469364	NaN	FL
Publix	Grocery Store	4048 S Semoran Blvd	28.503379	-81.311609	32822	FL
Food Shopping :-)	Deli / Bodega	NaN	28.488875	-81.302877	32822	FL
Life Love Shopping	General Entertainment	NaN	28.596627	-81.302517	NaN	FL
BestBrazil Shopping	Electronics Store	1233 Sand Lake Rd #8	28.450663	-81.394194	32809	FL
Publix	Grocery Store	4606 S Kirkman Rd	28.495325	-81.460852	32811	FL
Highland Lakes Shopping Center	Shopping Mall	NaN	28.552661	-81.480753	NaN	Florida
Rio Pinar Plaza	Miscellaneous Shop	515 S Chickasaw Trl	28.536960	-81.275582	32825	FL
Unigold Shopping Center	Shopping Plaza	7530-7762 University Blvd	28.596066	-81.285177	32792	FL
Best Pro Shopping	Department Store	NaN	28.465357	-81.455043	32819	FL
Publix	Grocery Store	2295 Aloma Ave	28.602325	-81.322011	32792	FL
Park Avenue	Shopping Plaza	Park Ave	28.597262	-81.350993	32789	FL
0.1	Outlet Mall	4951 International Dr	28.474671	-81.451529	32819	FL
Orlando International Premium Outlets	Fast Food Restaurant	4066 S Semoran Blvd	28.503155	-81.310804	32822	FL
	Life Love Shopping BestBrazil Shopping Publix Highland Lakes Shopping Center Rio Pinar Plaza Unigold Shopping Center Best Pro Shopping Publix	Life Love Shopping General Entertainment BestBrazil Shopping Electronics Store Publix Grocery Store Highland Lakes Shopping Center Shopping Mall Rio Pinar Plaza Miscellaneous Shop Unigold Shopping Center Shopping Plaza Best Pro Shopping Department Store Publix Grocery Store Park Avenue Shopping Plaza Orlando International Premium Outlets Outlet Mall	Life Love Shopping General Entertainment NaN BestBrazil Shopping Electronics Store 1233 Sand Lake Rd #8 Publix Grocery Store 4606 S Kirkman Rd Highland Lakes Shopping Center Shopping Mall NaN Rio Pinar Plaza Miscellaneous Shop 515 S Chickasaw Trl Unigold Shopping Center Shopping Plaza 7530-7762 University Blvd Best Pro Shopping Department Store NaN Publix Grocery Store 2295 Aloma Ave Park Avenue Shopping Plaza Park Ave Orlando International Premium Outlets Outlet Mall 4951 International Dr	Life Love Shopping General Entertainment NaN 28.596627 BestBrazil Shopping Electronics Store 1233 Sand Lake Rd #8 28.450663 Publix Grocery Store 4606 S Kirkman Rd 28.495325 Highland Lakes Shopping Center Shopping Mall NaN 28.552661 Rio Pinar Plaza Miscellaneous Shop 515 S Chickasaw Trl 28.536960 Unigold Shopping Center Shopping Plaza 7530-7762 University Blvd 28.596066 Best Pro Shopping Department Store NaN 28.465357 Publix Grocery Store 2295 Aloma Ave 28.602325 Park Avenue Shopping Plaza Park Ave Orlando International Premium Outlets Outlet Mall 4951 International Dr 28.474671	Life Love Shopping General Entertainment NaN 28.596627 -81.302517 BestBrazil Shopping Electronics Store 1233 Sand Lake Rd #8 28.450663 -81.394194 Publix Grocery Store 4606 S Kirkman Rd 28.495325 -81.460852 Highland Lakes Shopping Center Shopping Mall NaN 28.552661 -81.480753 Rio Pinar Plaza Miscellaneous Shop 515 S Chickasaw Trl 28.536960 -81.275582 Unigold Shopping Center Shopping Plaza 7530-7762 University Blvd 28.596066 -81.285177 Best Pro Shopping Department Store NaN 28.465357 -81.455043 Publix Grocery Store 2295 Aloma Ave 28.602325 -81.322011 Park Avenue Shopping Plaza Park Ave 28.597262 -81.350993 Orlando International Premium Outlets Outlet Mall 4951 International Dr 28.474671 -81.451529	Life Love Shopping General Entertainment NaN 28.596627 -81.302517 NaN BestBrazil Shopping Electronics Store 1233 Sand Lake Rd #8 28.450663 -81.394194 32809 Publix Grocery Store 4606 S Kirkman Rd 28.495325 -81.460852 32811 Highland Lakes Shopping Center Shopping Mall NaN 28.552661 -81.480753 NaN Rio Pinar Plaza Miscellaneous Shop 515 S Chickasaw Trl 28.536960 -81.275582 32825 Unigold Shopping Center Shopping Plaza 7530-7762 University Blvd 28.596066 -81.285177 32792 Best Pro Shopping Department Store NaN 28.465357 -81.455043 32819 Publix Grocery Store 2295 Aloma Ave 28.602325 -81.322011 32792 Park Avenue Shopping Plaza Park Ave 28.597262 -81.350993 32789 Orlando International Premium Outlets Outlet Mall 4951 International Dr 28.474671 -81.451529 32819

Results



Results

- 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 even 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.