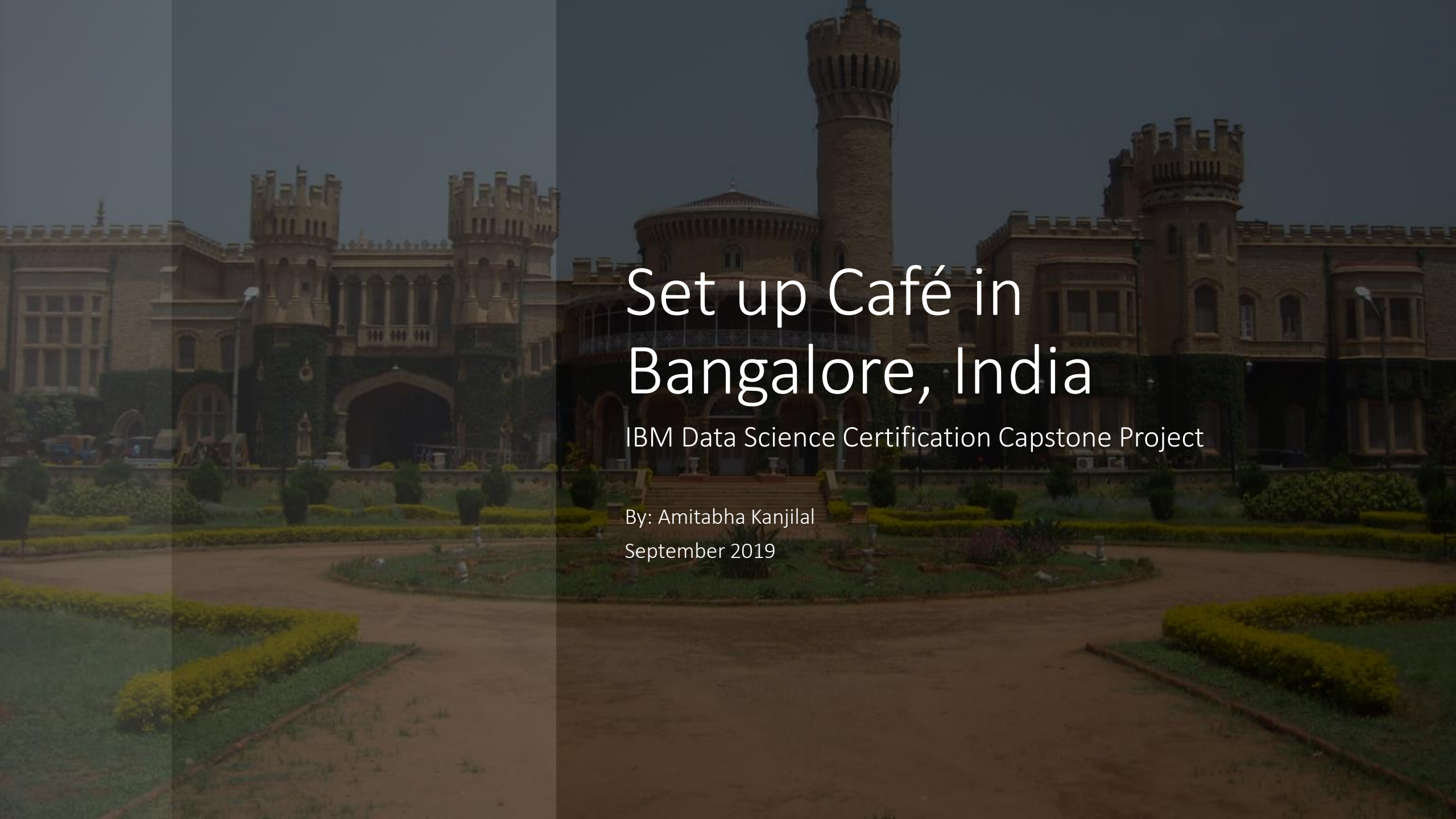


Set up Café in Bangalore, India

IBM Data Science Certification Capstone Project

By: Amitabha Kanjilal

September 2019

Business Problem

- Location of the café is one of the most important decisions that will determine whether the café will be a success or a failure
- Objective: To analyse and select the best locations in the Bangalore, India to open a new café
- Business question –
  - In the city if Bangalore, India, if an entrepreneur wants to open or invest in a new café, where would you recommend that they open it?

Data Collection

Data required

List of neighbourhoods in Bangalore, India

Latitude and Longitude of these neighbourhoods

Venue data, particularly data related to cafés

Sources of data

Wikipedia link for list of localities in Bangalore

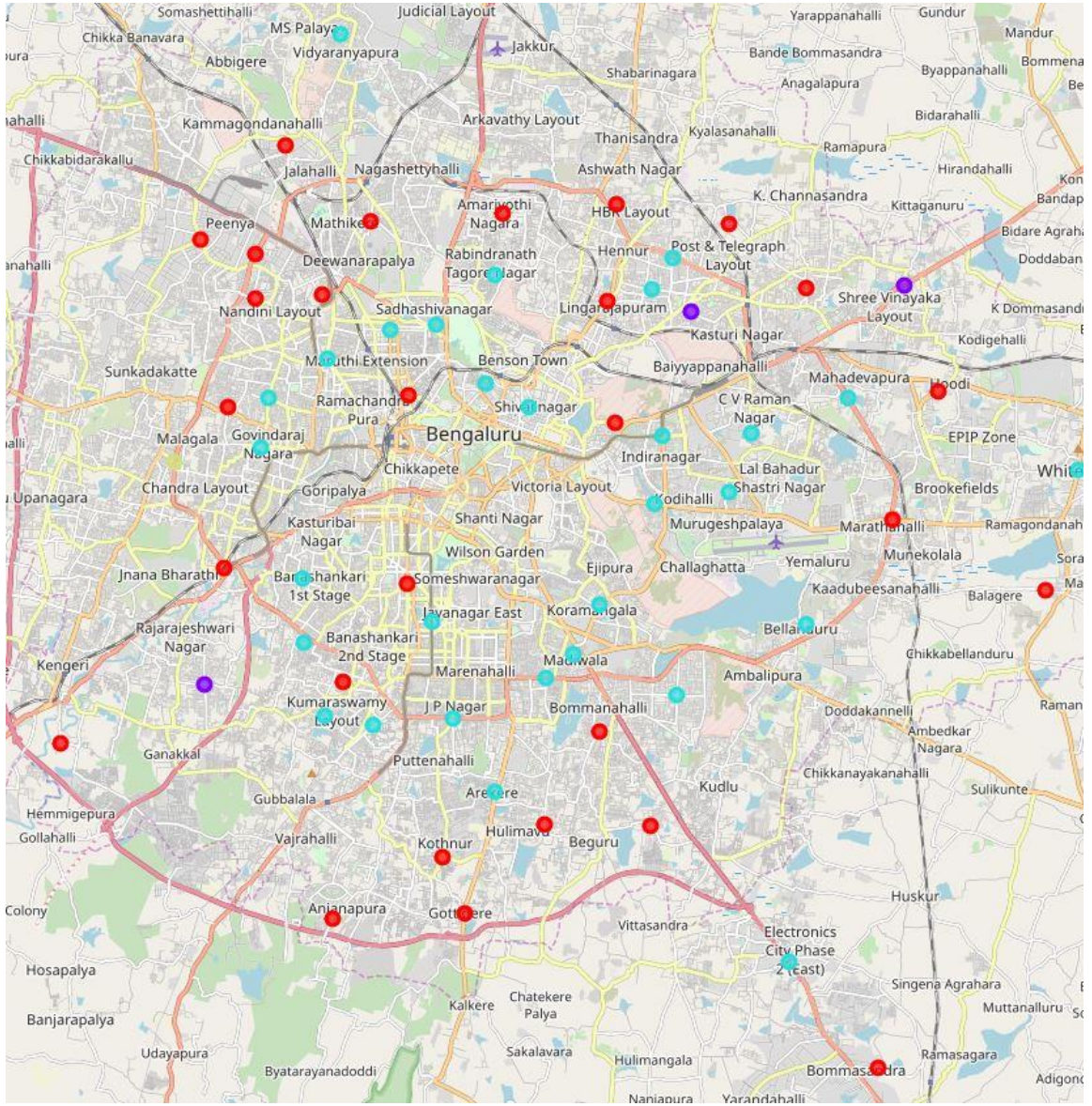
- https://en.wikipedia.org/wiki/List_of_neighbourhoods_in_Bangalore

Google search API for latitude and longitude of each neighbourhood

Foursquare API for venue data

Results

- The results from the k-means clustering show that we can categorize the neighborhoods into 3 clusters based on the frequency of occurrence for Cafés:
  - Cluster 0 (Red): Neighborhoods with low number to no existence of cafés
  - Cluster 1 (Purple): Neighborhoods with moderately high number of cafés
  - Cluster 2 (Blue): Neighborhoods with moderately low concentration of cafés
  - Cluster 3 (Yellow): Neighborhoods with very high concentration of cafés



Discussion

- Most of the cafés are concentrated in the central area of Bangalore, most of which belong to cluster 2.
- Cluster 1 has very less concentration of cafés and are mostly away from the center of the city.
- Looking at the plotted map, we can observe 2 neighborhoods, which are in the central part of the city but belong to cluster 1.

Conclusion

- As observed in the map, 3 neighborhoods, which are in the central part of the city but belong to cluster 1 have low or no concentration of cafés.
- Hence, *Ulsoor, Basavnagudi and Sheshadripuram* would be an ideal place to set up a new café, considering the close proximity to the center of the city and the low concentration of cafés in these areas.

THANK
YOU!