Coursera Capstone Project

The Battle of Neighbourhoods (Week 1)

1. Introduction Section: Discussion of the business problem and the interested audience in this project

Background:

I am a computer scientist residing in Singapore city centre. I currently stay within walking distance of the metro station Downtown Telok Ayer MRT and I enjoy several facilities and venues in the city, including numerous foreign cousin restaurants , cafes, snack shops and entertainment. I was given a wonderful opportunity to work with a leading organization in Manhattan, NY. I am very motivated and would like to use this chance to continue my research in Coursera to address the related questions that emerged. The main problem is: How can I find in Singapore a comfortable and pleasant location close to mine now? I will definitely use usable real estate applications and Youtube, but the aim is to utilize the acquired resources through the course to adapt them to myself. To assess and analyze the rental choices in Manhattan NY, I have to put down some ground, so the Manhattan apartment will satisfy the following demands:

- Apartment will consist of two or three bedrooms
- The target position is adjacent to the Manhattan subway station and within a distance of 1.0 mile (1.6 km)
- Cost will not surpass $7,000 a month
- Top facilities shall be identical to the new residence in the chosen neighbourhood
- Wanted to include locations like coffee shops, Asian Thai bars, wine stores, gymnasiums and grocery shops
- I also provided a chart of the places around the new residence in Singapore as a guide.

Company issue:

The challenge is to find a suitable rental apartment in Manhattan NY that suits place, price and venue demands. The data needed to overcome this problem is listed in section 2, below.

Audience involved

I think that is a real obstacle for those traveling to many big cities in the US, the EU or Asia with legitimate concerns. As appropriate, the same approach can be implemented according to demands. This case also extends to everyone interested in exploring whether to start or locate a new business in any area. Eventually, it may also function as a successful realistic exercise for Data Science skills growth