

IBM Data Science Professional certification

CAPTONE PROJECT: Investing in Leuven's neighborhoods

Eugene Ambe Ndamukong



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1 INTRODUCTION

As an international resident in Leuven, Belgium since 2013, I have witnessed the huge potential of the city as a business hub. The city, over the years, has been a huge attraction to international students who are registered in universities in Leuven and also to tourists who come to witness the ruins of world war 2 and other historic sites. All these large in-flock of people into the city also bring in money into local businesses like restaurants, cinemas, fast foods etc. However, these varying businesses are found in different neighborhoods. Some neighborhoods have more of a particular business than others. The distribution of different businesses in respective neighborhoods could serve a great interest to investors who are new to the city. The problem that this project aims to solve is to facilitate the investors' choice of where (neighborhood) to invest in and which type of business could do well in that neighborhood.

2 DATA DESCRIPTION

To solve the mentioned problem, geodata on all the businesses available and information on their location was obtained. Foursquare was the location data provider of choice from which the data for this analysis was retrieved. A total of 100 neighborhoods were retrieved from the database such as Dijleterrassen, Dagelijkse Kost etc. Also, there are a total of 79 different type of business currently active in Leuven such as bars, chinese restaurants, coffee shops etc. The geolocation of the different businesses was also available as latitude and longitude.