Prospective business opportunities in Mumbai

A Capstone project

Introduction/Business Problem

Mumbai is the city of opportunities for any kind of business, small or big as well as for job opportunities and also being one of the largest populated cities around the globe. Considering the same, it is always an exciting task to work on the amount of data produced which can be directed through various analysis and in-sights to develop new business opportunity that isn't quite an easy task without the bird eye view considering the high competition in almost all venue categories.

In this project, we'll explore venues in Mumbai, based on their average rating, likes and tips. Whenever people visit a new city in India or else where, the question of which places near by are good to visit based on their current location is vital as well as quite scattered on the internet. Similarly a business opportunity always exists when one becomes aware of the various in-demand and/or lack of some elsewhere-in-demand venue.

Through this project I've made an attempt to find out such prospective opportunities that can help start a new business or can help boom current businesses by making one realize about a missing category of venue in a particular area. Irrespective of the business opportunity a normal visitor can always have a upper-hand in deciding on visiting nearby trending venues. Specifically will find the possibility of having a Chinese restaurant in various section of Mumbai, since it is one of the top 5 visited venue categories but still not very much available in all places and thus resulting into a possible business idea.

Data gathering

Any city/town information can be used to get started with such a problem statement, I have chosen my current resident city, Mumbai. The data for various neighborhoods in Mumbai is collected from the Wikipedia and was cleaned and pre-processed according to the analysis requirement. This includes Town, Station, Neighborhood. Mumbai is divided into various geographical sections which includes the Western Suburbs, Eastern suburbs, Harbour Suburbs, South Mumbai and others. I have decided to work on Western Suburbs and South Mumbai data.

Data source : https://en.wikipedia.org/wiki/List_of_neighbourhoods_in_Mumbai
Description : This data set includes various neighborhoods in different sections of Mumbai city.

Using geopy library of python, we obtain the location(latitudes and longitudes) of each station data collected.

Collect Chinese restaurants in each neighborhood of Western Suburbs and South Mumbai.
Data source : Foursquare API
Description : By using this api we will get all the venues in each neighborhood. We can filter these venues to get only Chinese restaurants.