BUSINESS OPPORTUNITIES IN TRIVANDRUM, INDIA

Coursera Capstone Project, IBM Data science Certification

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INTRODUCTION

A movie is best enjoyed when seen in a theatre. Partially due to the theatre ergonomics and partially due to that disturbance free environment. A theatre is where individuals rush to during free time or for relaxation. Coming to theatres , almost all shopping malls have a theatre and multiplexes are a common sight. Film industry is always on the run and theatre form a crucial role in the revenue gains of a movie. The more interesting the film is , the more people who comes to see it. A person Starting a theatre is a highly profitable task given that the theatre is located in an optimum position.

Just like a movie, food also plays a major part in our lives. Most of us enjoy the restaurant food as well as the ambience it offers. The restaurant is also a major relief for the working-class people as a means to energize them in their busy schedule. Starting a restaurant may seem like an easy task but to choose the right restaurant at an optimum place to maximize the sales is tough task. Hence we will be seeing this also.

 The location is one of the key decisions to be taken while choosing a place for this large budget tasks. This can be done by analysing the data of the city.

Business Opportunities

The project aims to utilize all the data science techniques learned so far to analyse the data of a city to come to a location as to where it would be optimum to start a Movie theatre or a restaurant in Trivandrum. This will be useful for business men looking for a location to start off the business.

Target audience

This project is oriented for business men who intend to start off a new business in the entertainment industry. This will also be good for the people returning from the foreign countries due to the recent pandemic to find a new place to invest their money in.

DATA

Like the oil for a generator, data is the essential commodity of prime importance for a data analysis. So, for the project we require the list of regions in the city, the latitude and longitude of all these places, the various venues in these localities. With these data we can come to the analysis.

Source of Data

The list of locations In the city is available through the Wikipedia page (https://en.wikipedia.org/wiki/Category:Suburbs_of_Thiruvananthapuram) . This can be scrapped for data of these locations. Then using geocoder we will be finding the latitudes and longitudes of these places and storing them. Finally using these position vectors and foursquare api we will get the location data of all these places and their corresponding business.

This acquired data will first be used for location of theatre and then for restaurants. For both these cases we will be dividing the data into useable columns and then clustering them. These clusters will then be analysed to find the best spots.