Clustering Neighborhoods of Bangalore,IN based on Venue Information

India is a land of flavors, since independence the country has undergone a drastic transformation both in terms of Economic development and the very fabric of Indian lifestyle. With tremendous influence from the west, arising due to the rapid influx of technological jobs and the deep rooted family values the evolution has been remarkable. As the younger generation gets exposed to new trends, concepts such as Pubs, Café, Fast food, Mall’s etc. once believed to be only accessible on other countries are quickly becoming a reality and constitute a majority of the business in several metro cities. Bangalore, being the IT capital of India has numerous multinational companies employing thousands. This ultimately has led in the rise of Pubs, Café, Fast food, Mall’s etc.

This study tries to collect information on various venues located in the city of Bangalore and assist New Entrepreneurs in deciding on the location for their business ideas. Once, all the information has been collected based on the Foursquare location data for the various geo locations in Bangalore, the study classifies different locations as major Food, sports, shopping hub etc. All the venue categories are further classified into major buckets like Café, Fast Food, Entertainment\Recreation\Sports, Restaurant, Sweets/Bakery, Shopping, Pharmacy, Transport, and Pub’s for better clarity. The final result will help guide new Business owners in selecting the neighborhood respectively based on the Type of business i.e. Restaurants, Fast food etc.