

# Coursera Capstone

## IBM Applied Data Science Capstone

### *Exploring a place where opening a Shopping Complex would be more beneficial in Delhi NCR, India*

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## **1. Introduction**

### **1.1 Background**

**Delhi NCR (National Capital Region) in India comprises of** holds true as the cultural hub for the youth central location – it has a lot of companies and businesses so a lot of youth from all over the country are here for jobs and much more. Prominent cities of NCR include Delhi, Ghaziabad, Faridabad and Gurugram(also known as Gurgaon) If you love shopping, there is an abundant selection of stores in Delhi NCR. From the stand-alone stores to the malls, the variety of clothing and products seems endless. No matter what your budget, you will find a vendor which caters to your needs. Also there are a lot of eating joints, cafés, pubs, bars which attract people for their beautiful ambience and food. Many of them are located in shopping malls also.

### **1.2 Business Problem and Targeted Audience**

A businessman might want to know where it would be best suitable for opening a shopping mall in Delhi NCR on the basis of the places where the audience footfall is the maximum. Large audience footfall means many brands would like to invest in that area to attract more customers.

## 2. Data Collection

The data for the analysis was being accumulated by using **Foursquare API**. From Foursquare, the data that was fetched were

1. Name of venue
2. Type of venue
3. Geographical Location
4. City of NCR

The complete data was not available for the free Foursquare account.

The total data comprised of 178 venues.

A Snippet consisting of few observations has been added as shown below

foursquare_venues					
	name	categories	lat	lng	city
0	The Imperial	Hotel	28.625548	77.218664	New Delhi
1	Tamra	Restaurant	28.620543	77.218174	New Delhi
2	Pandey Paan	Smoke Shop	28.622249	77.201075	New Delhi
3	The Big Chill Cafe	Italian Restaurant	28.600686	77.227636	New Delhi
5	The Leela Palace	Hotel	28.579923	77.189291	New Delhi
6	Varq   बर्क	Indian Restaurant	28.604547	77.223781	New Delhi
7	Naturals Ice Cream	Ice Cream Shop	28.634455	77.222139	New Delhi
8	The Lodhi Hotel	Hotel	28.591669	77.238131	New Delhi
9	Khan Market   खान मार्केट (Khan Market)	Market	28.600342	77.226923	New Delhi
10	Lodhi Gardens (लोधी बाग) (Lodhi Gardens)	Park	28.591424	77.220899	New Delhi
11	Jamavar Kashmiri Restaurant @ The Leela	Indian Restaurant	28.580143	77.189267	Delhi
12	Lantern's	Bar	28.643183	77.177746	New Delhi
13	Indian Accent	Indian Restaurant	28.592026	77.238006	New Delhi
14	Bukhara	North Indian Restaurant	28.596914	77.173358	New Delhi
15	National Crafts Museum   राष्ट्रीय शिल्प संग्र...	Art Museum	28.613598	77.242039	New Delhi
16	Humayun's Tomb   हुमायूँ का मकबरा (Humayun's T...	Monument / Landmark	28.593197	77.246047	New Delhi
17	SODABOTTLEOPENERWALA	Irani Cafe	28.600141	77.226273	New Delhi
18	Bengali Market   बंगाली मार्केट   बाश्ना बाज़ार	Indian Restaurant	28.629498	77.232020	New Delhi
19	Delhi Golf Club	Golf Course	28.599968	77.233288	New Delhi
20	The Oberoi	Hotel	28.596564	77.239634	New Delhi

