BATTLE OF THE NEIGHBOURHOODS

Choosing where to live in Singapore

IBM Capstone Project – Mike Mander

SCENARIO

A family with 2 young children are moving to Singapore

One parent has been given a job at IBM as a Data Scientist

They are new to the area and have no idea where the best place to live that would suit their circumstances.
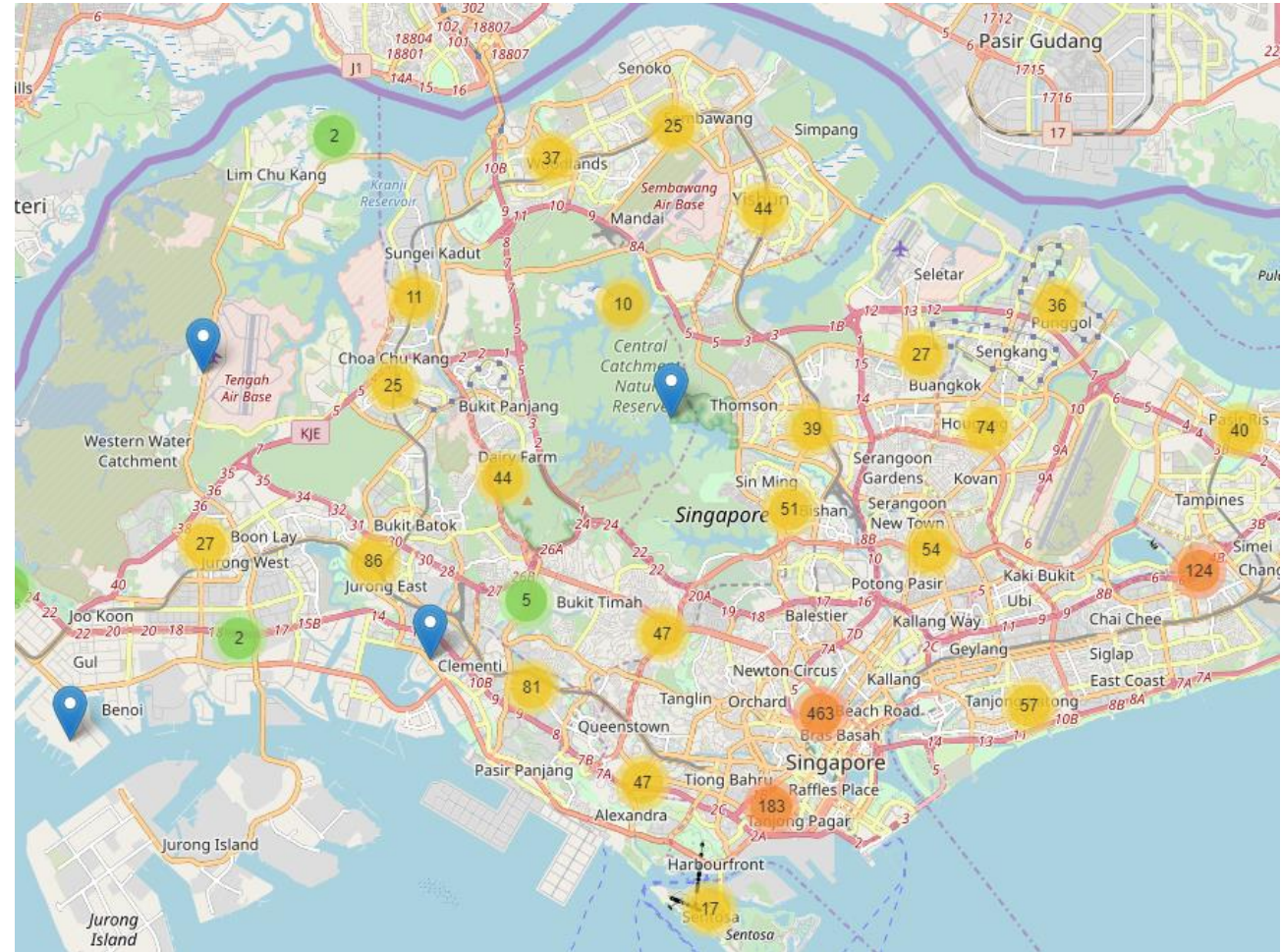
Can we use data analysis to help them choose?

DATA

Data will be collected from Foursquare and the Singapore Data website to aid in the analysis.

LOCATIONS OF VENUES

- Cafe's
- Gardens
- Play Areas
- Parks
- Libraries
- Doctors
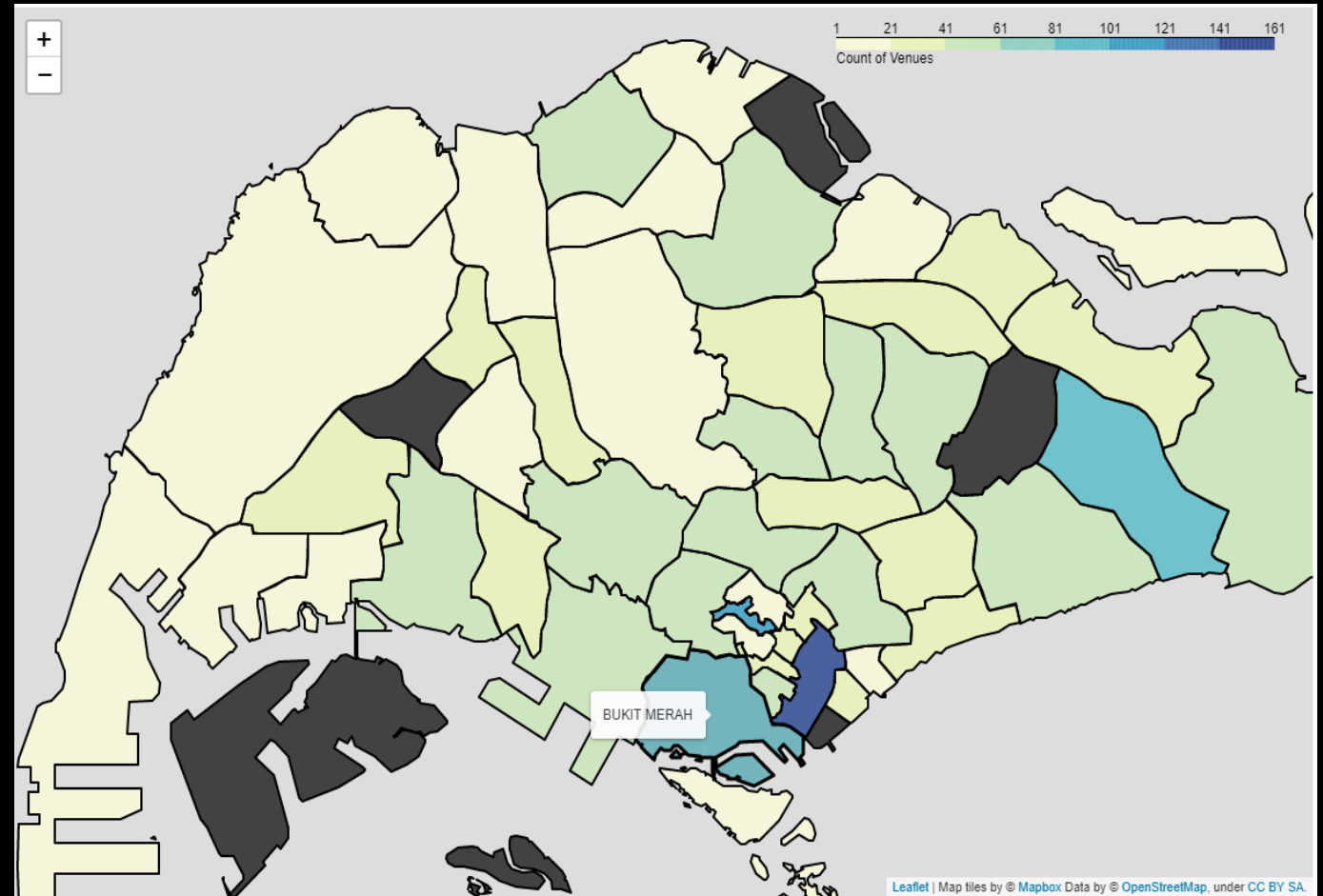- Nursery Schools
- Baby Stores
- Museums

DISTRIBUTION OF VENUES

This shows the areas of Singapore with the highest number of searched venues that are relevant to parents with children.
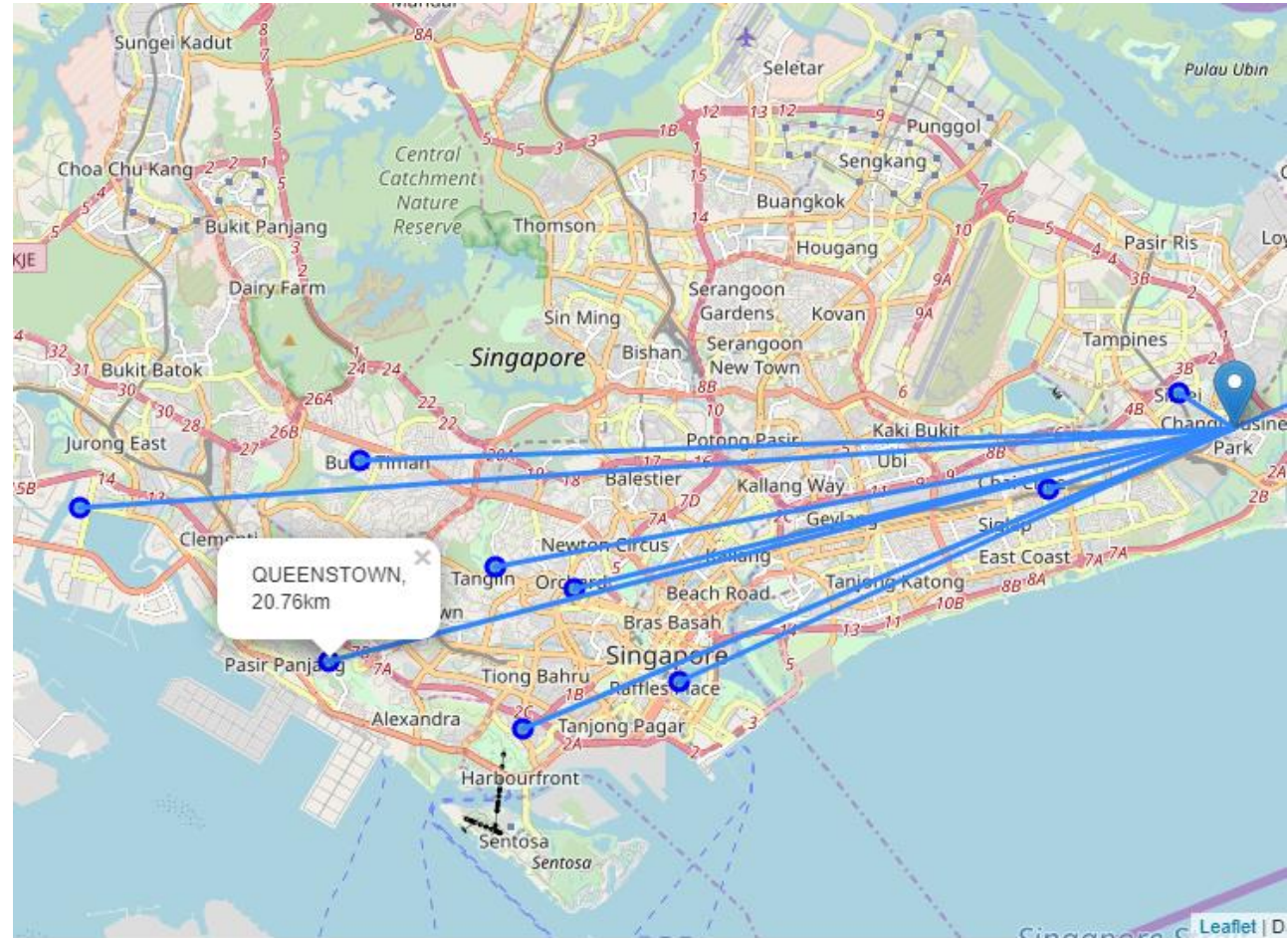
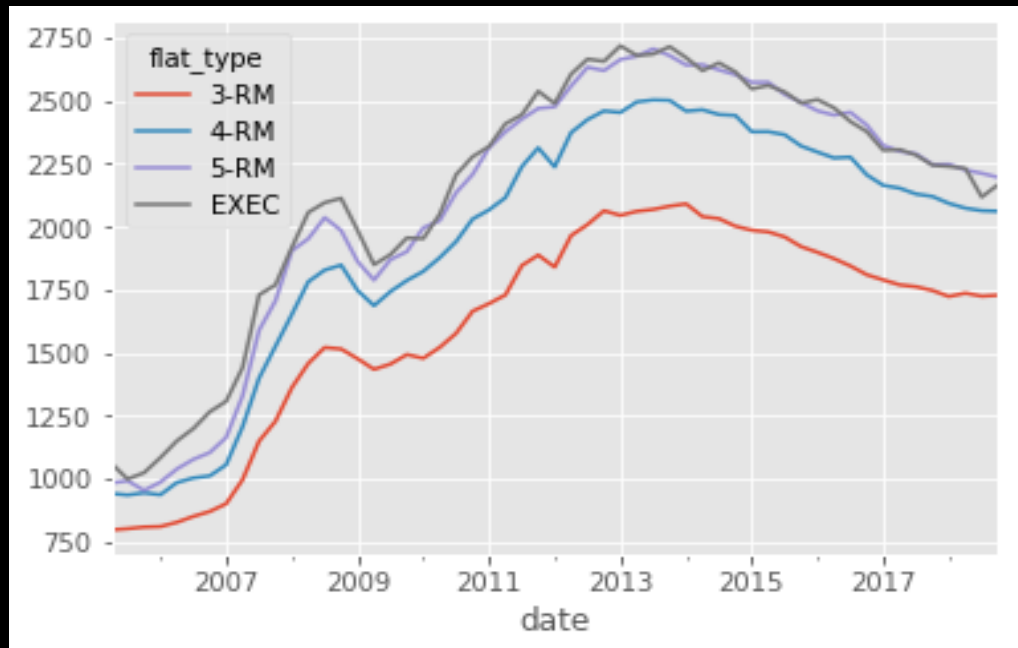Yellow = Low

Green = Mid

Blue = High

PROXIMITY TO IBM OFFICE

- Distances from centre of area to IBM office in km.
  - Tampines – 1.45
  - Changi – 3.96
  - Bedok – 4.31
  - Downtown Core – 13.59
  - Orchard – 15.07
  - Tanglin – 16.70
  - Bukit Merah – 19.41
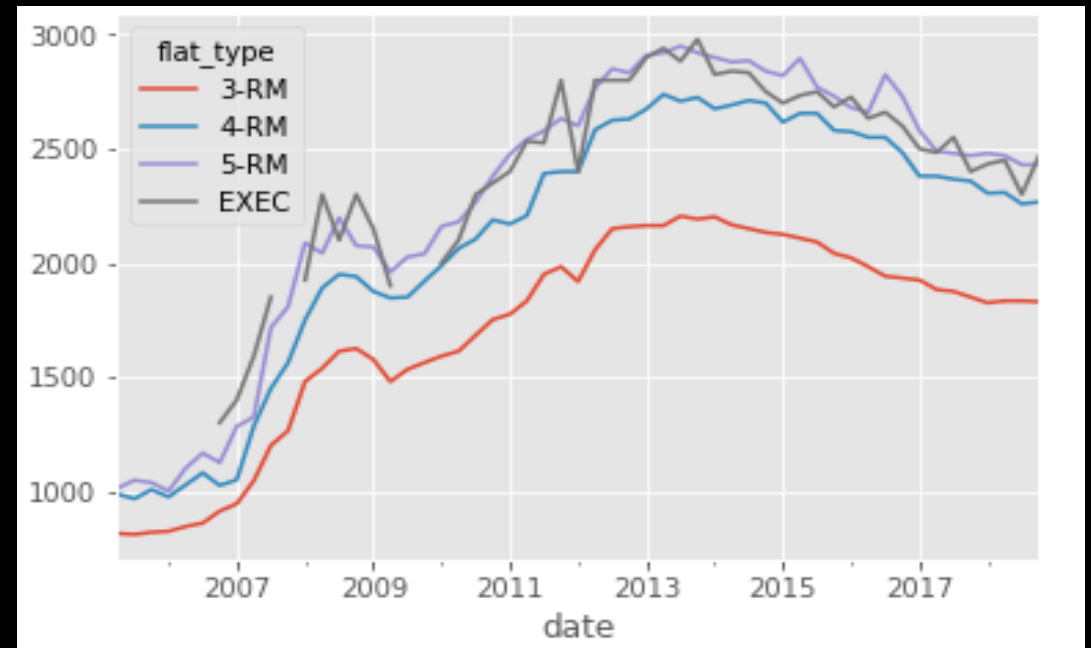 - Queenstown – 20.76
  - Jurong East – 25.67

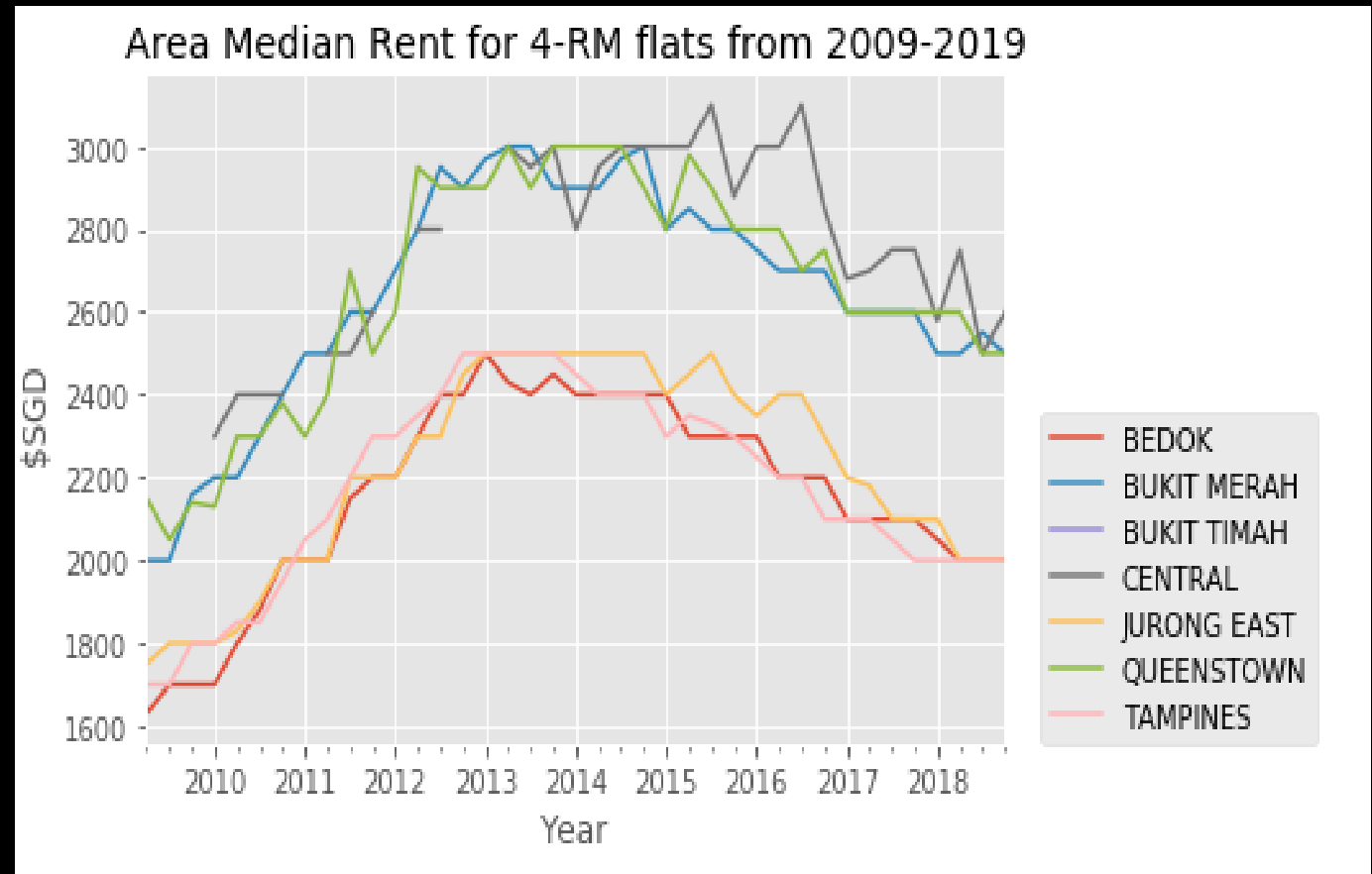# MEDIAN FLAT RENTAL PRICES
(IN $SGD PER MONTH)

Singapore

Shortlisted areas

MEDIAN RENT FOR 4-RM FLATS IN SHORTLIST

The Central, Bukit Merah and Queenstown prices are over $500 per month more expensive than Tampines, Bedok and Jurong East.

The closer you get to the business district in Downtown the more expensive the flats become.

Area Median Rent for 4-RM flats from 2009-2019

RESULTS

- Best option from the data analysis is **Tampines**

- A close second is **Bedok**

- Both areas are similarly priced for a large flat, well connected with transport links and contain large numbers of venues with relevance to young children

- Also crucially are close to the IBM office for a reduced commuting time.

POPULATION CLUSTERING

- There are 2 other areas similar to Bedok and Tampines, based on ethnic populations

- Woodlands in the north and Jurong West.

- They might also be options to consider if commuting becomes less of an influence.