

Final Capstone Project Proposal:

An Analysis of Mumbai

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Introduction about Mumbai:

Mumbai is busy, Mumbai is chaotic, Mumbai is loud. Also called the 'Maximum City', Mumbai throbs with a harsh, edgy energy. There is absolutely no sense of personal space, yet it gives you the space to be yourself.

21.5 million people call the greater Mumbai metropolitan area, their home. With over 25,000 people per square kilometer it is one of the most densely populated spaces in the world. Asia's largest slum, Dharavi, packs over 300,000 people per square kilometer. Mumbai is also one of the wealthiest cities in India, accounting for 25% of industrial output and over 70% of maritime trade. The city is a financial, money making, and showbiz capital of India. 'Bollywood' the heart of the Indian film industry is firmly anchored in Mumbai. Most of India's major television networks and publishing houses are located here as well.

This concentration of cultural and financial institutions attracts migrants from all over the country and creates a high level of diversity. It is a city of dreams for some, but a tough life on unforgiving streets for many others. No wonder BBC calls Mumbai the most cosmopolitan city on the subcontinent. In the cosmopolitan chaos of this modern city is a community that thrives. Call them Mumbaikars or Bombayites – they live in a unique ecosystem not found. All these facts make Mumbai a very interesting place for this project.

Business problem:

In this study, we'll aim to answer some questions through data analysis and clustering:

- Visualize all important places in the city with a top existing infrastructure.
- Revealing the best locations in the city according to the infrastructure.
- Revealing the areas of the city that need or have the potential for infrastructure improvements.
- Detecting areas that lack infrastructure facilities.
- Concluding the overall best place to stay within the city.

Target Audience:

This project aims to help 2 types of people:

- Normal individuals who are looking for places with specific facilities in mind (for example, someone who likes to eat outside would search for places with many restaurants in a tight radius).
- Investors who would like to build new facilities in the city and looking for good potential locations to do so (for example, someone who would like to build a hotel would most likely avoid building it near other hotels to avoid competition).