

Coursera Capstone – REPORT

Mbambala Thabelo Muedi

Data Scientist/Data Analyst

Content

1. Introduction:

1.1 Discussion of the "background situation" leading to the problem at hand:

1.2 Problem to be resolved

1.3 Audience for this project.

2. Data:

2.1 Data of Current Situation (current residence place)

2.2 Data required to resolve the problem

2.3 Data sources and data manipulation

3. Methodology:

3.1 Process steps and strategy to resolve the problem

3.2 Data Science Methods, machine learning, mapping tools and exploratory data analysis.

4. Results:

Discussion of the results and how they help to take a decision.

5. Discussion:

Elaboration and discussion on any observations and/or recommendations for improvement.

6. Conclusion:

Decision and Report.

1. Introduction:

Discussion of the business problem and the audience who would be interested in this project.

1.1. Discussion of the "background situation" leading to the problem at hand

Suppose there is a young Data scientist who currently resides in Louis Trichardt, South Africa. Her current living situation affords her the luxury of being within walking distance of good public transportation to work, with the surrounding areas offering amenities such as restaurants, malls, food shops and entertainment. She has recently been Offered a great opportunity to work in Manhattan, NY. Although, excitement she is filled with excitement, she stresses about the process of finding a comparable place to live in Manhattan. Therefore, this project focuses on applications of the learned skills during the IBM Coursera Data Science Professional Certificate in order to acquire insights to help make sure her decision is factual and rewarding. Of course, there are alternatives to achieve the answer using available Google and Social media tools, but it is most definitely rewarding to test yourself so you can see where you lack

1.2. Problem Description

The challenge we are faced with is being able to locate a rental apartment unit in Manhattan NY that offers similar characteristics and benefits to the lady's current living situation. Therefore, in order to set a basis for comparison, the rental unit will be subjected to the following conditions:

- Apartment with min 2 bedrooms with monthly rent not to exceed US\$7000/month.
- Unit located within walking distance (≤ 1.0 -mile, 1.6 km) from a subway metro station in Manhattan.
- Area with amenities and venues similar to the ones described for current location (See item 2.1)

1.3. Project Audience

This project's main audience would have to be people or entities considering moving to a major city in Europe, US or Asia, since the approach and methodologies used here are applicable in all cases. The use of _FourSquare_ data and mapping techniques combined with data analysis will help resolve the key questions arisen.

2. Data Section:

Description of the data and its sources that will be used to solve the problem

2.1. Data Required to resolve the problem

In order to make a good choice of a similar apartment in Manhattan NY, the following data is required: List/Information on neighborhoods form Manhattan with their Geodata (latitud and longitud. List/Information about the subway metro stations in Manhattan with geodata. Listed apartments for rent in Manhattan area with descriptions (how many beds, price, location, address) Venues and amenities in the Manhattan neighborhoods (e.g. top 10)

2.2. sources and manipulation

The list of Manhattan neighborhoods is worked out during LAb exercise during the course. A csv file was created which will be read in order to create a dataframe and its mapping. The csv file 'mh_neigh_data.csv' has the following below data structure. The file will be directly read to the Jupiter Notebook for convenience and space savings. The clustering of neighborhoods and mapping will be shown however. An algorithm was used to determine the geodata from Nominatim. The actual algorithm coding may be shown in 'markdown' mode because it takes time to run.

`mh_neigh_data.tail():`

	Borough	Neighborhood	Latitude	Longitude
35	Manhattan	Turtle Bay	40.752042	-73.967708
36	Manhattan	Tudor City	40.746917	-73.971219

37 Manhattan Stuyvesant Town 40.731000 -73.974052

38 Manhattan Flatiron 40.739673 -73.990947

39 Manhattan Hudson Yards 40.756658 -74.000111

A list of Manhattan subway metro stops was compiled in Numbers (Apple excel) and it was complemented with Wikipedia data (https://en.wikipedia.org/wiki/List_of_New_York_City_Subway_stations_in_Manhattan) and information from NY Transit authority and Google maps

(<https://www.google.com/maps/search/manhattan+subway+metro+stations/@40.7837297,-74.1033043,11z/data=!3m1!4b1>) for a final consolidated list of subway stops names and their address. The geolocation was obtained via an algorithm using Nominatim. Details will be shown in the execution of methodology in section 3.0. The subway csv file is "MH_subway.csv" and the data structure is:
mhsub.tail(): sub_station sub_address lat long

17 190 Street Subway Station Bennett Ave, New York, NY 10040, USA 40.858113 -73.932983

18 59 St-Lexington Av Station E 60th St, New York, NY 10065, USA 40.762259 -73.966271

19 57 Street Station New York, NY 10019, United States
40.764250 -73.954525

20 14 Street / 8 Av New York, NY 10014, United States
40.730862 -73.987156

21 MTA New York City 525 11th Ave, New York, NY 10018, USA
40.759809 -73.999282

A list of places for rent was collected by web-browsing real estate companies in Manhattan :

<http://www.rentmanhattan.com/index.cfm?page=search&state=result>
[s https://www.nestpick.com/search?city=new-york&page=1&order=relevance&district=manhattan&gclid=CjwKCAiAjNjgBRAGeiwAGLlf2hkP3A-](https://www.nestpick.com/search?city=new-york&page=1&order=relevance&district=manhattan&gclid=CjwKCAiAjNjgBRAGeiwAGLlf2hkP3A-cPxjZYkURqQEswQK2jKQEpv_MvKcrIhRWRzNkc_r-fGi0lxoCA7cQAvD_BwE&type=apartment&display=list)

[cPxjZYkURqQEswQK2jKQEpv_MvKcrIhRWRzNkc_r-fGi0lxoCA7cQAvD_BwE&type=apartment&display=list](https://www.realtor.com/apartments/Manhattan_NY)
https://www.realtor.com/apartments/Manhattan_NY

A csv file was compiled with the rental place that indicated: areas of Manhattan, address, number of beds, area and monthly rental price. The csv file "nnnn.csv" had the following below structure. An algorithm was used to create all the geodata using Nominatim, as shown in section 3.0. The actual algorithm coding may be shown in 'markdown' mode because it takes time to run. With the use of geolocator = Nominatim (), it was possible to determine the latitude and longitude for the subway metro locations as well as for the geodata for each rental place listed. The loop algorithms used are shown in the execution of data in section 3.0 "Great_circle" function from geolocator was used to calculate distances

between two points, as in the case to calculate average rent price for units around each subway station and at 1.6 km radius. Foursquare is used to find the avenues at Manhattan neighborhoods in general and a cluster is created to later be able to search for the venues depending of the location shown.

2.3. How the data will be used to solve the problem

The data will be used as follows: Use Foursquare and Geopy data to map top 10 venues for all Manhattan neighborhoods and clustered in groups (as per Course LAB) Use foursquare and Geopy data to map the location of subway metro stations , separately and on top of the above clustered map in order to be able to identify the venues and amenities near each metro station, or explore each subway location separately Use Foursquare and Geopy data to map the location of rental places, in some form, linked to the subway locations. create a map that depicts, for instance, the average rental price per square ft, around a radius of 1.0 mile (1.6 km) around each subway station - or a similar metrics. I will be able to quickly point to the popups to know the relative price per subway area. Addresses from rental locations will be converted to geodata (Lat, Long) using Geopy-distance and Nominatim (). Data will be searched in open data sources if available, from real estate sites if open to reading, libraries or other government agencies such as Metro New York MTA, etc.

2.4. Mapping of Data

The following maps were created to facilitate the analysis and the choice of the palace to live. Manhattan map of Neighborhoods
Manhattan subway metro locations Manhattan map of places for rent

Manhattan map of clustered venues and neighborhoods
Combined maps of Manhattan rent places with subway locations
Combined maps of Manhattan rent places with subway locations and venues clusters

3. Methodology section:

This section represents the main component of the report where the data is gathered, prepared for analysis. The tools described are used here and the Notebook cells indicates the execution of steps.

3.1. The analysis and the strategy:

The strategy is based on mapping the above described data in section 2.0, in order to facilitate the choice of at least two candidate places for rent. The choice is made based on the demands imposed: location near a subway, rental price and similar venues to Singapore. This visual approach and maps with popups labels allow quick identification of location, price and feature, thus making the selection very easy.

The processing of these DATA and its mapping will allow to answer the key questions to make a decision:

- what is the cost of available rental places that meet the demands?
- what is the cost of rent around a mile radius from each subway metro station?
- what is the area of Manhattan with best rental pricing that meets criteria established?
- What is the distance from work place (Park Ave and 53 rd St) and the tentative future rental home?

- What are the venues of the two best places to live? How the prices compare?
- How venues distribute among Manhattan neighborhoods and around metro stations?
- Are there tradeoffs between size and price and location?
- Any other interesting statistical data findings of the real estate and overall data.

4.0 Results

ONE CONSOLIDATE MAP

Let's consolidate all the required information to make the apartment selection in one map

Map of Manhattan with rental places, subway locations and cluster of venues

Red dots are Subway stations, Blue dots are apartments available for rent, Bubbles are the clusters of venues

Problem Resolution

The above consolidate map was used to explore options.

After examining, I have chosen two locations that meet the requirements which will assess to make a choice.

- Apartment 1: 305 East 63rd Street in the Sutton Place Neighbourhood and near 'subway 59th Street' station, Cluster # 2
Monthly rent : 7500 Dollars

- Apartment 2: 19 Dutch Street in the Financial District Neighbourhood and near 'Fulton Street Subway' station, Cluster # 3 Monthly rent : 6935 Dollars

Apartment Selection

Using the "one map" above, I was able to explore all possibilities since the popups provide the information needed for a good decision.

Apartment 1 rent cost is US7500 slightly above the US7000 budget. Apt 1 is located 400 meters from subway station at 59th Street and work place (Park Ave and 53rd) is another 600 meters away. She could walk to work place and use subway for other places around. Venues for this apt are as of Cluster 2 and it is located in a fine district in the East side of Manhattan.

Apartment 2 rent cost is US6935, just under the US7000 budget. Apt 2 is located 60 meters from subway station at Fulton Street, but she will have to ride the subway daily to work, possibly 40-60 min ride. Venues for this apt are as of Cluster 3.

Based on current Louis Trichardt venues, she might feel that Cluster 2 type of venues is a closer resemblance to her current place. That means that APARTMENT 1 is a better choice since the extra monthly rent is worth the conveniences it provides.

5.0 DISCUSSION

In general, I am positively impressed with the overall organization, content and lab works presented during the Coursera IBM Certification Course

I feel this Capstone project presented me a great opportunity to practice and apply the Data Science tools and methodologies learned. I have created a good project that I can present as an example to show my potential.

I feel I have acquired a good starting point to become a professional Data Scientist and I will continue exploring to creating examples of practical cases.

6.0 CONCLUSIONS

I feel rewarded with the efforts, time and money spent. I believe this course with all the topics covered is well worthy of appreciation.

This project has shown me a practical application to resolve a real situation that has impacting personal and financial impact using Data Science tools.

The mapping with Folium is a very powerful technique to consolidate information and make the analysis and decision thoroughly and with confidence. I would recommend for use in similar situations.

One must keep abreast of new tools for DS that continue to appear for application in several business fields.