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IBM Data Science Capstone Project

Submitted by:

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# **1.Introduction**

## **1.1 Background**

**Delhi**, officially known as the **National Capital Territory of Delhi** (**NCT**), is a city and a union territory of India containing New Delhi, the capital of India. It is bordered by the state of Haryana on three sides and by Uttar Pradesh to the east. The NCT covers an area of 1,484 square kilometres (573 sq. mi). According to the 2011 census, Delhi's city proper population was over 11 million, the second highest in India after Mumbai, while the whole NCT's population was about 16.8 million. In such a diverse city, there is always scope for starting a restaurant business.

In Delhi, there are a few neighbourhoods which are already saturated with a lot of restaurants. If a person establishes a restaurant in one of these neighbourhood, he may have an issue in terms of the competition and that too from big players.

## **1.2 Problem**

The big question here is where should one look at starting a restaurant in Delhi? How does one determine which neighbourhood to go for?

In this project, I will talk further about the different parameters I would consider before choosing the location.

## **1.3 Interest**

Anyone who is looking to open a restaurant in Delhi may get some insights on the choice of location.

# **2. Data Acquisition, Data Cleaning and Data Analysis**

## **2.1 Brief**

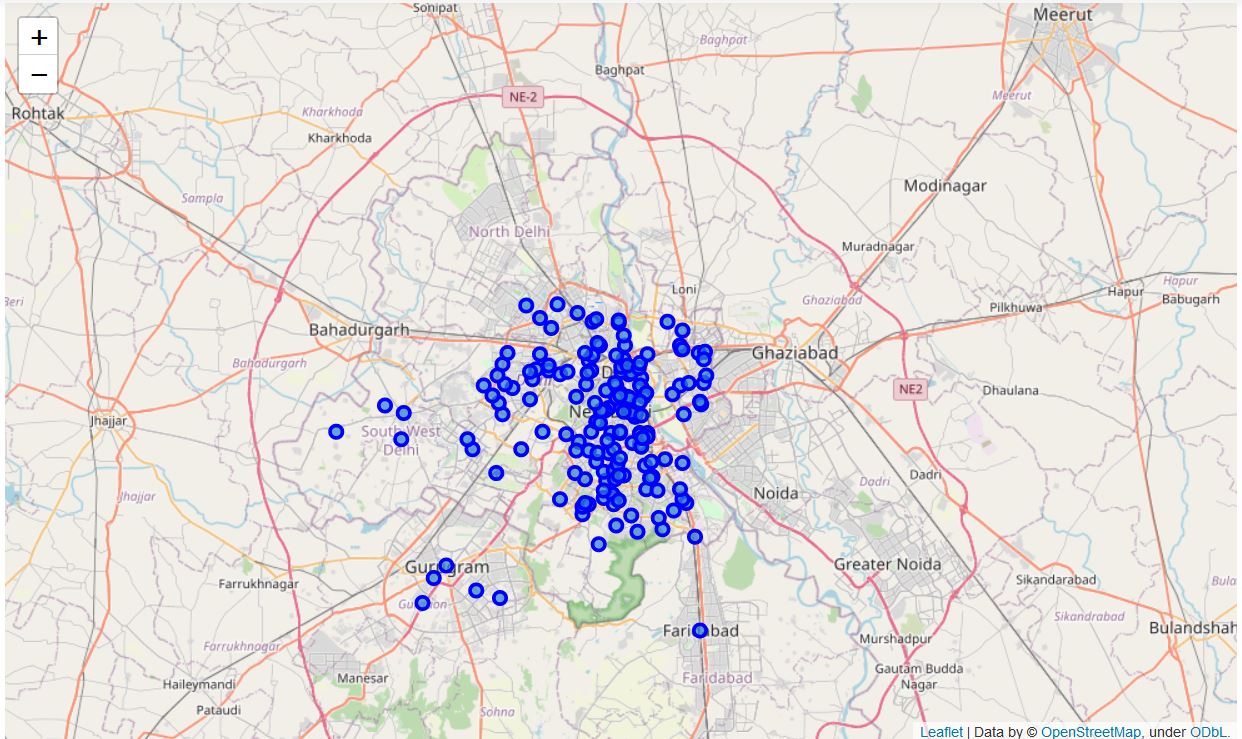
To collect the name of all the neighbourhoods of Delhi I resorted to this Wikipedia

[Page](https://en.wikipedia.org/wiki/Neighbourhoods_of_Delhi). I scraped all the names using Wikipedia library of python and stored it into a pandas dataframe. The data I acquired was more than enough and had some places which were not even a neighbourhood but a famous monument or building of Delhi.

Then, the location data (latitude, longitude) was collected from the geopy library of python by passing the names of all the neighbourhoods to geopy.geocoder and getting the latitude and longitude of every neighbourhood that were within a certain range of the latitude and longitude values (mentioned in the jupyter notebook.)

Not all neighbourhoods returned the location values, so the dataframe was check for any null values in latitude column and those rows were removed leaving us with clean data to work with.

The map was then plotted to see what neighbourhoods were selected for the analysis.



Map 1: Neighbourhoods selected

**Note:** The only major drawback was that Foursquare had limited data with respect to venues in my city. However, the same model may be used on other neighbourhoods as well where the results will be more accurate.

Now, the Foursquare api was used to get the details of nearby venues for each neighbourhood. The table below shows us the details of some of the nearby venues that were obtained.



Table 1: Details of some of the nearby venues that was obtained from Foursquare. (This table is not exhaustive; it is only a part of all the data obtained)

The table above was then grouped by Neighbourhood and 10 most common venues in each of the neighbourhoods was listed in a table.



Table 2: 10 most common venues in each of the neighbourhoods.

## **2.2 K-means clustering**

I was working with data relating to more than 159 neighbourhoods, and the quantum of data being manipulated was huge. To make the entire process simpler, I decided to apply k-means clustering concept on the dataset.

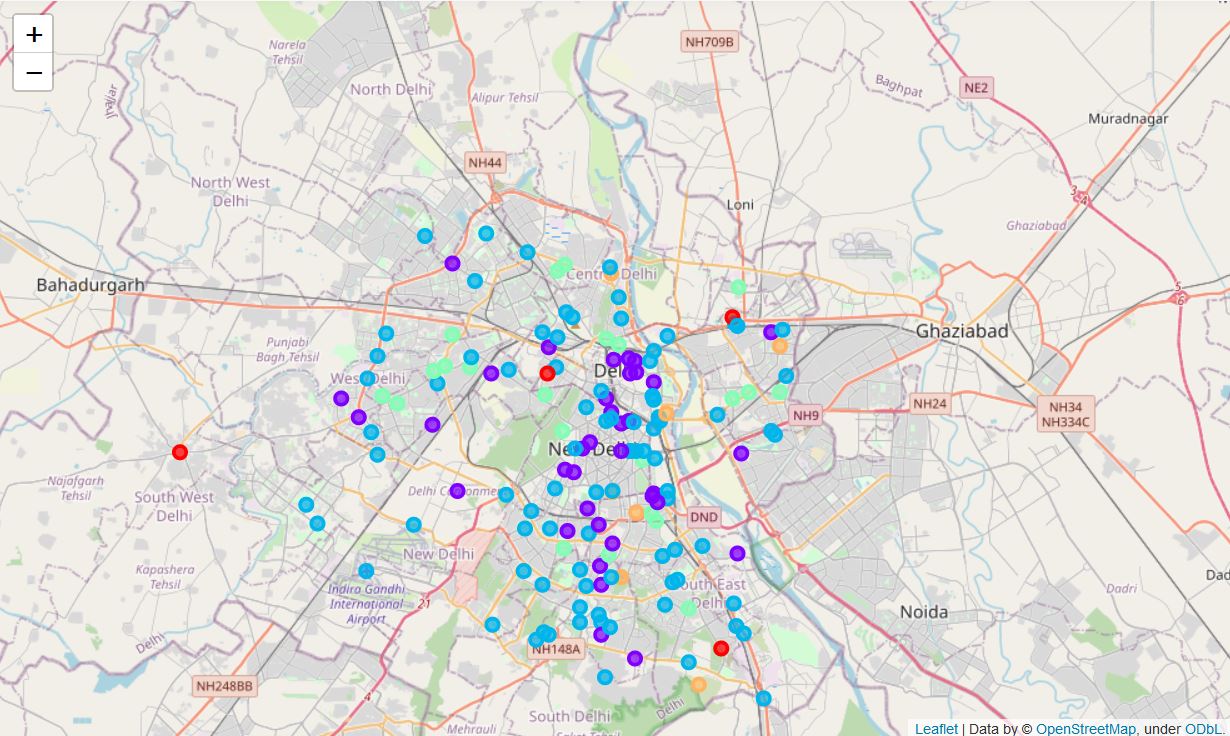
K Means Clustering is an unsupervised learning algorithm that tries to cluster data based on their similarity. Unsupervised learning means that there is no outcome to be predicted, and the algorithm just tries to find patterns in the data.

I decided to divide the neighbourhoods into 5 different clusters based on their characteristics. The table below is a consolidated table with the cluster labels.



Table 3: consolidated table with the cluster labels

Below is the map showing how the neighbourhoods have been clustered.



Map 2: Neighbourhoods after clustering

## **2.3 Links to data sources**

1. <https://foursquare.com/>

# **3.Findings and Conclusion from the data**

## **3.1 Findings**

Upon first visualizing the bar graph, it is evident that Cluster 0 and 4 have the least amount of restaurants but on further inspection I found that neighbourhoods in Cluster 0 and 4 are mostly in outer parts of Delhi and have very low footfall.

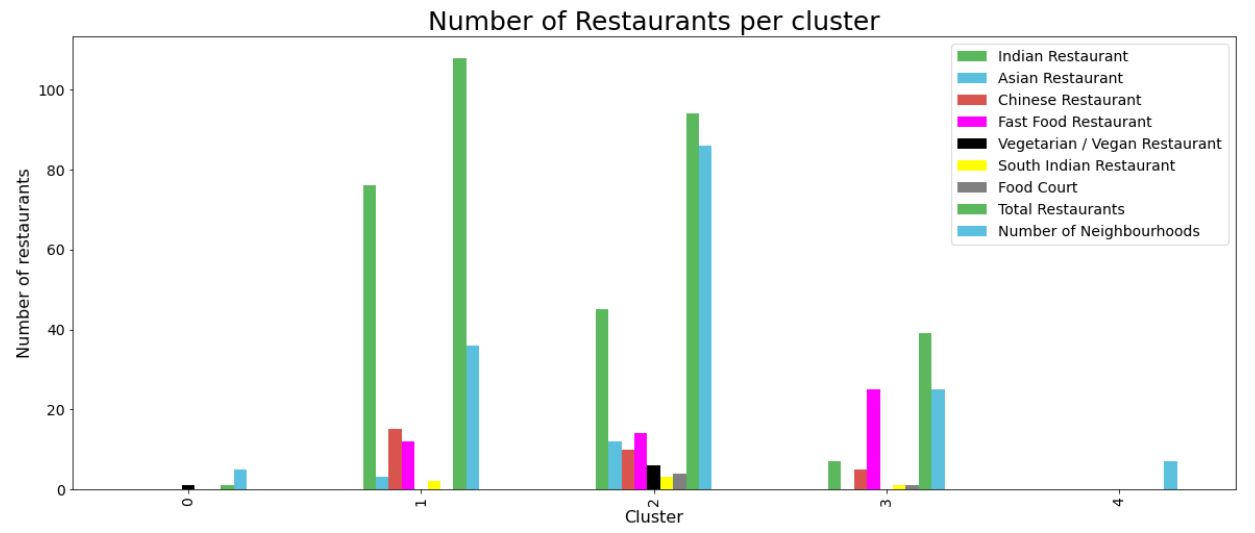


Table 4: Breakdown of restaurants per cluster

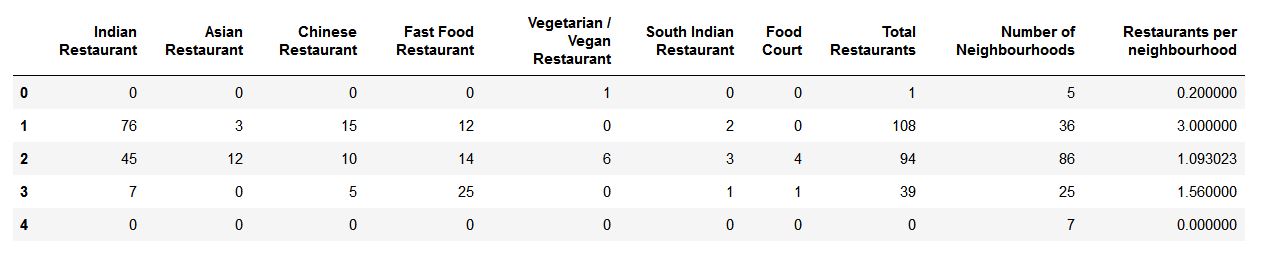


Table 5: Number of Restaurants Per Cluster

Now, we select our second-best options of neighbourhoods from the data which are

Cluster 1 & Cluster 3.

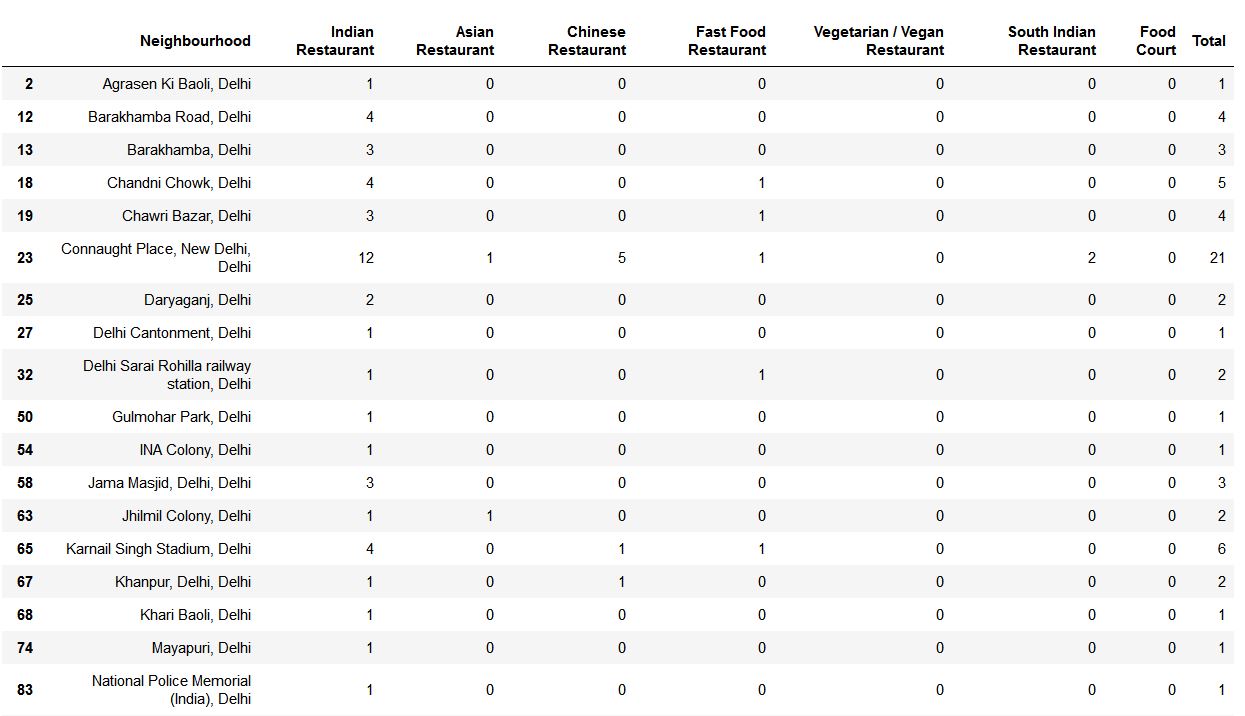


Table 6: Cluster 1 Neighbourhoods.

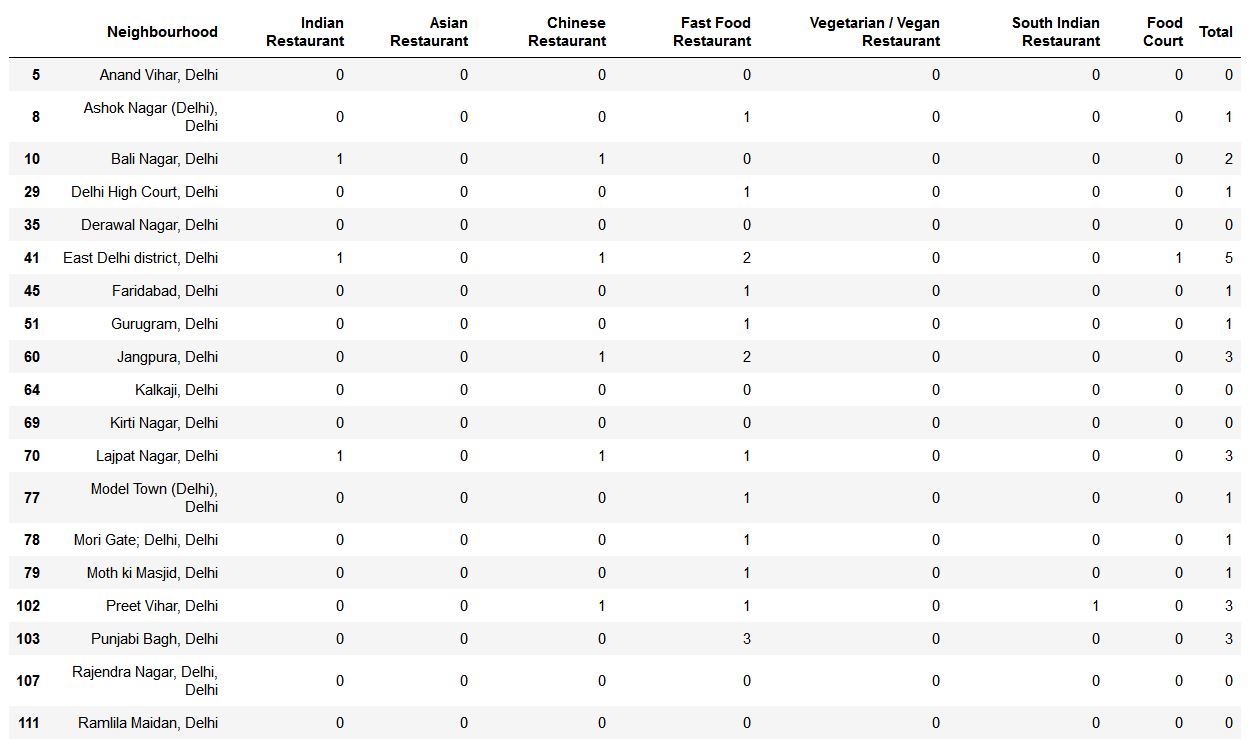


Table 7: Cluster 3 neighbourhoods.

Looking at the data, it can be inferred that the neighbourhoods in Cluster 1 mostly lie in the centre of the city or have a very high footfall because some the very famous places of Delhi lie in this Neighbourhood.

Now, after selecting Cluster 1, all the neighbourhoods were analysed and number of nearby restaurants of each of these neighbourhoods were found.



Table 8: Number of Nearby Restaurants of each Neighbourhood in Cluster 1.

Further, Top 5 venues of each Neighbourhood were inferred from the data to look for the amount of footfall in each neighbourhood which is crucial for the business of a Restaurant to flourish.

Footfall will be high in those areas, where there are Shopping Malls, Bus Stops / Railway / Metro Stations.

![A picture containing text, receipt

Description automatically generated](data:image/jpeg;base64,/9j/4AAQSkZJRgABAQEAeAB4AAD/4RDgRXhpZgAATU0AKgAAAAgABAE7AAIAAAAHAAAISodpAAQAAAABAAAIUpydAAEAAAAOAAAQyuocAAcAAAgMAAAAPgAAAAAc6gAAAAgAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAGxpdHRsZQAAAAWQAwACAAAAFAAAEKCQBAACAAAAFAAAELSSkQACAAAAAzgwAACSkgACAAAAAzgwAADqHAAHAAAIDAAACJQAAAAAHOoAAAAIAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAA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![A close up of text on a white surface

Description automatically 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Table 9: Top5 Venues in Each Neighbourhood in Cluster 1.

## **3.2 Conclusion**

On analysing the collected Data, we can infer that it will be better to open a restaurant in Cluster1 Neighbourhoods, namely :

1. Pitam Pura, Delhi because it has a Metro Station nearby.

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2. Delhi Cantonment, because it has a Shopping Mall nearby.

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iigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigD//2Q==)

Both confirm the Higher Rate of footfall than any other Neighbourhood in this Cluster.