Capstone Project

IBM DATA SCIENCE

FINDING THE OPTIMAL BUSINESS LOCATION USING GEOSPATIAL CLUSTER VISUALIZATION

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<u>Problem description and Business Understanding</u>

In this project the problem that will be attempted to be solved is as follows:-

A local business in our case is a reputed chain of Chineese Restaurants who wants to extend to Toronto which experiences a decent influx of chineese people every year. Henceforth, we have been tasked with a goal to demarcate the Optimal spot(hotspot in geospatial visualization) or rephrasing the above lines: Find out the best possible location for a restaurant which will lead to an increased profitability with minimum competition and regular customer influx from around different neighborhoods.

For, this situation we will be exploring the different neighbourhoods datasets and analysing them after we build a classification model based on machine learning algorithms taking all possible parameters into consideration. We will also be using the 'Foursquare API' to provide us with deep Insight into every neighborhood in Toronto which will label be used to cluster venues accordingly.