Clustering & Segmentation

Most Popular Places in Mumbai, India

Introduction

Mumbai is one of the largest metropolitan cities in the world with a population of more than 18 million

Being such a crowded city leads the owners of shops and social sharing places in the city where the population is dense

Investors prefer locations where there is a higher business potential and the type of business, they want to install is less intense in competition

Data

01

Web scrapping Technique was used to scrape the area and pin code data

02

Foursquare API to get the most visited venue and venue category

03

Gecoder Library in Python to get the latitude and longitude data for maps and visualizations

Methodology

Data Cleaning

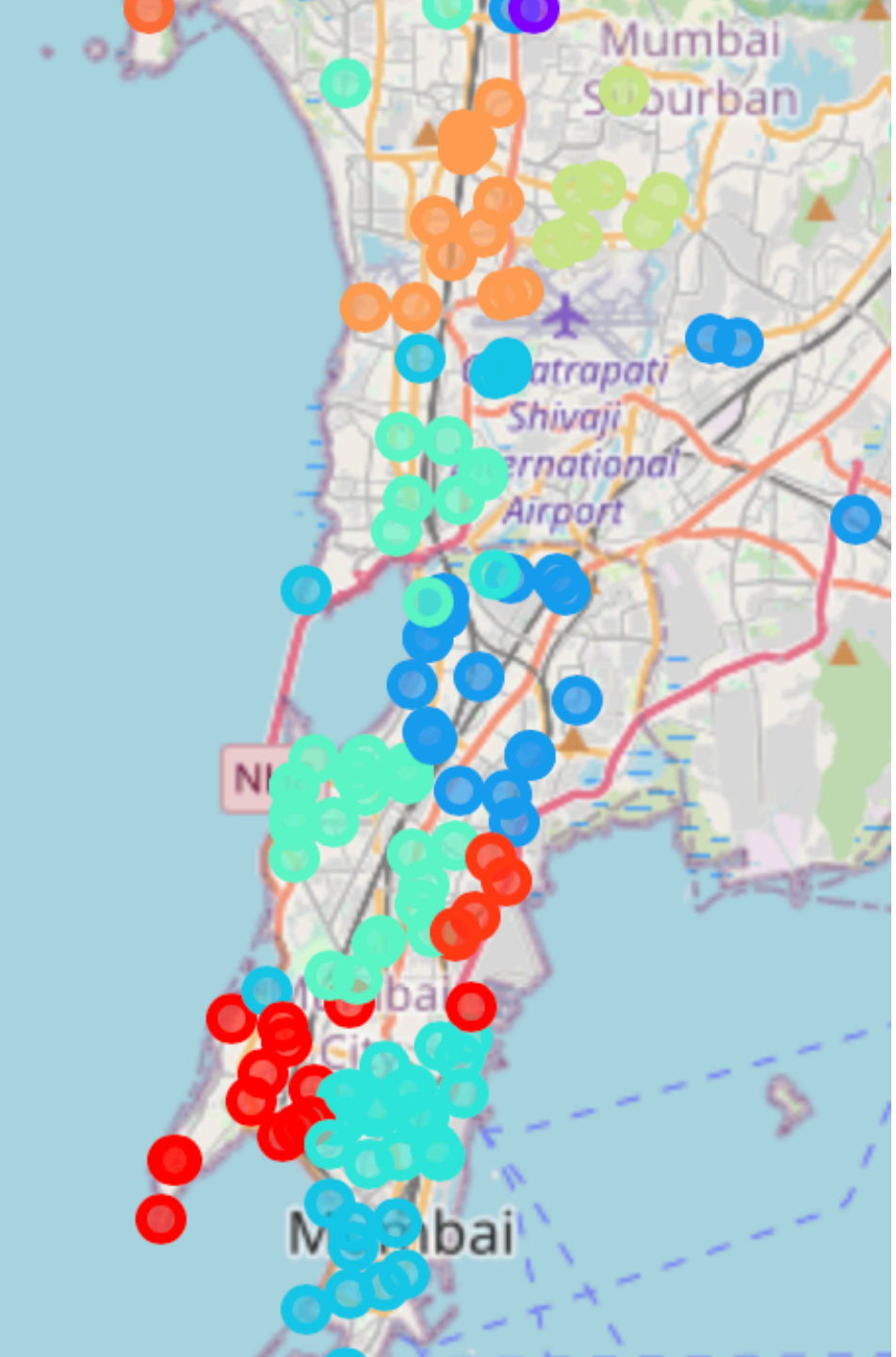
Data Wrangling

Data Analysis

Exploratory Analysis

There are 233 unique venue categories

	Location	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Most Common Venue
0	A I staff colony	Indian Restaurant	Fast Food Restaurant	Coffee Shop	Gym / Fitness Center	Vegetarian / Vegan Restaurant	Multiplex
1	Aareymilk Colony	Indian Restaurant	Restaurant	Bakery	Ice Cream Shop	Coffee Shop	Bar
2	Agripada	Indian Restaurant	Café	Coffee Shop	Hotel	Sandwich Place	Chinese Restaurant
3	Airport	Indian Restaurant	Café	Chinese Restaurant	Restaurant	Department Store	Lounge
4	Ambewadi	Indian Restaurant	Pub	Pizza Place	Ice Cream Shop	Bar	Chinese Restaurant



Kmeans Clustering

- K-Means to cluster the locations
- K-Means algorithm is one of the most common cluster method of unsupervised learning

Conclusion

- People are starting business in big cities
- Businessmen can achieve better outcomes through their access to the platforms where this information is provided
- City management application