
IBM Applied Data Science Capstone

ANALYZING TOWNS IN KARACHI AND IDENTIFYING POTENTIAL BUSINESS OPPORTUNITIES

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INTRODUCTION

Karachi, despite being the biggest city and commercial hub of the country, very little data and statistics is available on its demographics. consumptions and trends. Several business and startups in the city have to research from scratch to find optimum locations or neighborhood for their product/services success with reasonable property valuation, So I've come up with a plan to analyze all the towns/Neighborhood of Karachi and find what type of venues each town is mostly consist of using towns/Neighborhood postal codes and leveraging Foursquare API.

Business Problem

Since there is very minimal data available for Karachi and what available is neither compact nor decision ready, existing and new both businesses of any type are having problem in finding a place which is both economically viable and suit their business model.

Target Audience

This project can be utilized by several groups, mainly business owners and new startups also tourist and citizens can use this project to find places of any category near where they are. Government can also utilize this project to track a certain town growth and what measure the decision makers can take to further improve particular towns conditions and attractions.

DATA

Following data has been used to work on this plan

- Postal Codes of all Neighborhood in Karachi
- Population Statistics of each Neighborhood
- Property estimated Value of each Neighborhood

Source of Data and method of extraction

The required data will be first extracted from KMC, Property Website and Postal Codes website, then this data will be used to get coordinates of each town/neighborhood. Then leveraging API of Foursquare, I will call venues of each town and then perform necessary analysis on that data which will be useful for the targeted audience.