Capstone Project

THE REASONS FOR RUNNING BUSINESS IN BROOKLYN, NY

Introduction:
Business Problem

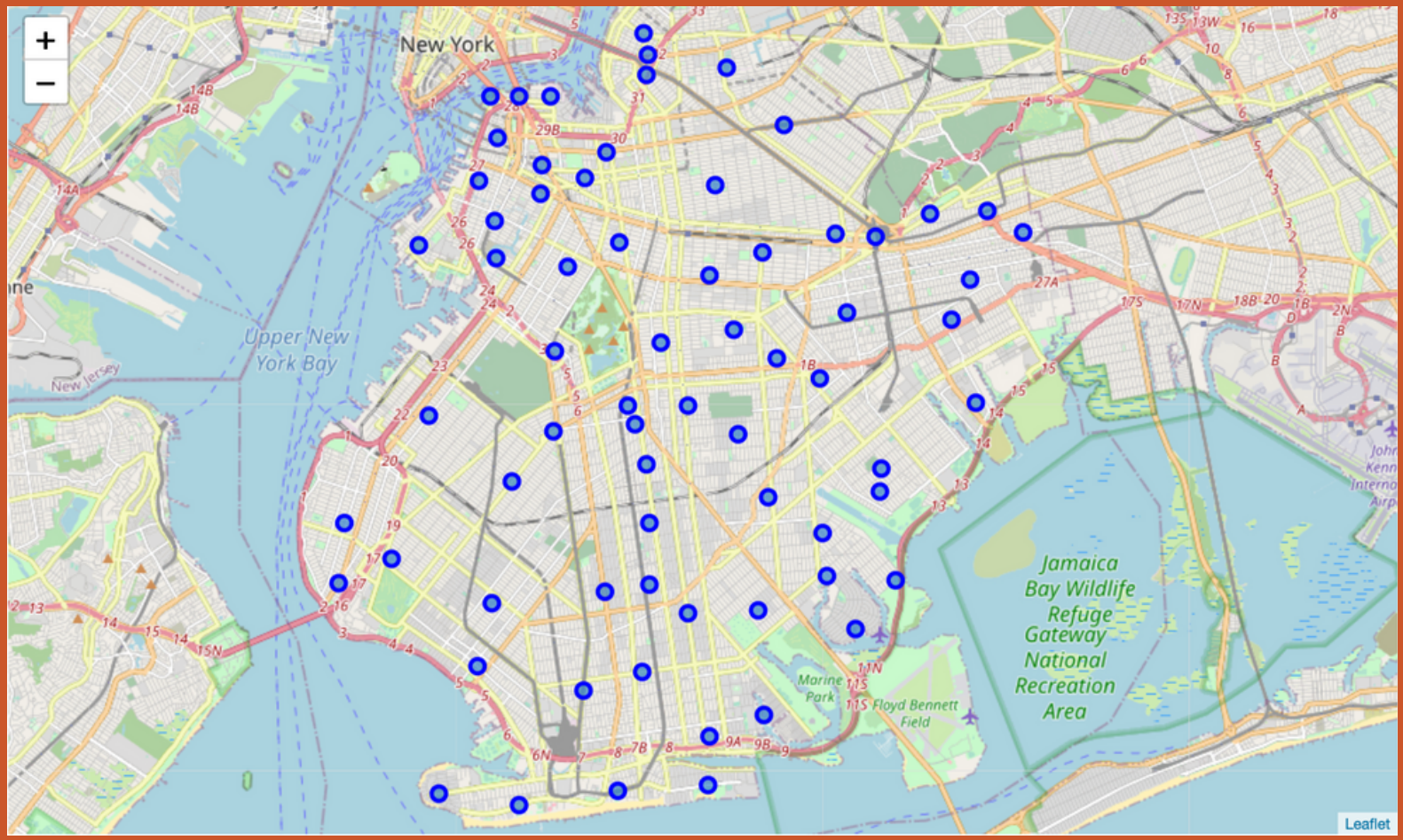
The purpose of this Project is to help people in exploring better facilities around their neighborhood. It will help people making smart and efficient decision on selecting great neighborhood out of numbers of other neighborhoods in Brooklyn, NY.

Lots of people are migrating to various states of USA and needed lots of research for exploring jobs snd doing business for their living. This project is for those people who are looking for better neighborhoods. For ease of accessing to Cafe, School, Super market, medical shops, grocery shops, mall, theatre, hospital, like minded people, etc.

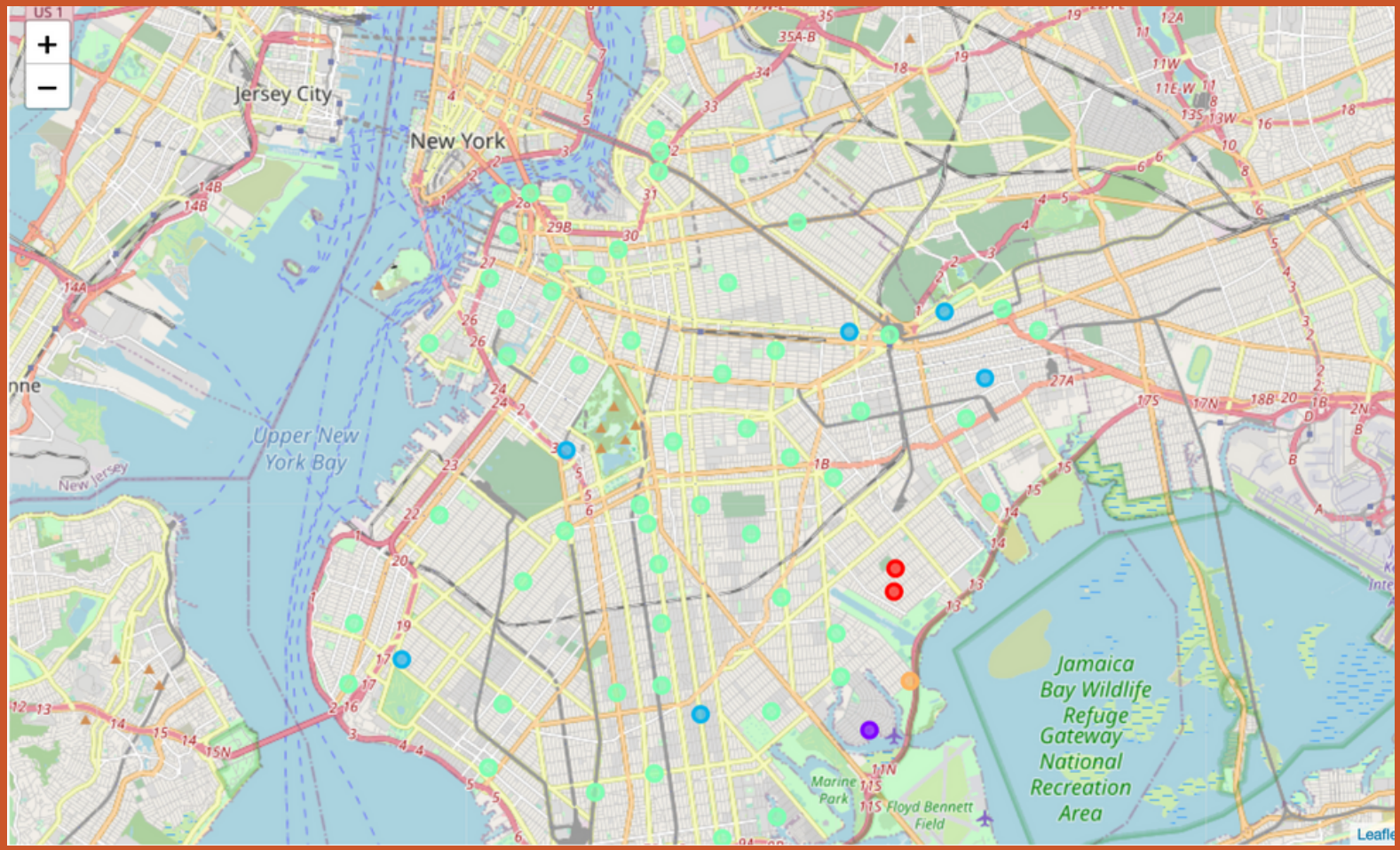
This Project aim to create an analysis of features for a people migrating to Brooklyn to search a best neighborhood as a comparative analysis between neighborhoods. It will help people to get awareness of the area and neighborhood before moving to a new city, state, country or place for their work or to start a new fresh life.

Objectives

- To learn about clustering and k-means clustering in particular
- To learn how to use the public repository in Github platform
- To learn how to use the Foursquare API and clustering to segment and cluster the neighborhoods in Brooklyn, NY
- To apply all skills acquired so far in this course to segment and cluster



Visualizing neighborhood clustering in Brooklyn , NY



Visualizing neighborhood clustering in Brooklyn , NY

Results

Brooklyn is a popular destination for new immigrants in USA to reside. As a result, it is one of the most diverse and multicultural areas in the Greater Brooklyn Area, being home to various religious groups and places of worship. Although immigration has become a hot topic over the past few years with more governments seeking more restrictions on immigrants and refugees, the general trend of immigration into USA has been one of on the rise.

Conclusion

In this project, using k-means cluster algorithm I separated the neighborhood into 10(Ten) different clusters and for 103 different lattitude and logitude from dataset, which have very-similar neighborhoods around them. Using the charts above results presented to a particular neighborhood based on average house prices and school rating have been made.

I feel rewarded with the efforts and 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 better with confidence.