

REC A BUSINESS

A capstone project for the new business enthusiasts

Why use Rec A Business ?

- Provides necessary leverage over old and stable businesses
- Interactive, free and accurate
- Uses geo-location data and hence the updates are realtime
- No machine learning algorithms are used, hence almost 100% accurate

Data and Resources used -

Delhi neighbourhood data set

<https://www.kaggle.com/shaswatd673/delhi-neighborhood-data>

Foursquare API

<https://foursquare.com/>

Creating the venues dataset -

- Used Foursquare API to explore all venues around a particular neighbourhood.
- The radius was set to be 1km.
- Dropped venues that couldn't be set up independently.
- Grouped the venues according to their category.
- Sorted the data to get a sorted venues dataset.

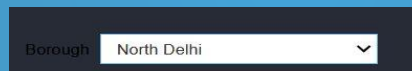
Inferences from the venues dataset -

- Coffee Shops are the most popular venues in the city of New Delhi
- Indian Restaurant and Hotels follow suit.
- Mini golf, Japanese restaurant, Whisky bar are the rarest of venues.
- A very wide range of business ideas available.
- Real world data ambiguity due to improper naming convention.

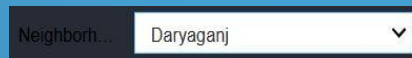
Using Rec A Business -

□ Suggesting business ideas for a selected neighbourhood

I. Select borough.

A screenshot of a web form with a dark background. It features a label 'Borough' followed by a white dropdown menu containing the text 'North Delhi' and a downward-pointing arrow.

II. Select neighbourhood.

A screenshot of a web form with a dark background. It features a label 'Neighborhood' followed by a white dropdown menu containing the text 'Daryaganj' and a downward-pointing arrow.

III. Foursquare API compares the current neighbourhood with the venues dataset.

IV. Recommends a list of business ideas.

For the user selected neighborhood at - Daryaganj, Central Delhi Following are the 10 best recommendations for new business ideas that could be set up -

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Coffee Shop
Fast Food Restaurant
Pizza Place
Chinese Restaurant
Market
Bar
Dessert Shop
Bakery
Italian Restaurant
Donut Shop
```

Using Rec A Business -

□ Suggesting location for specific business ideas

- I. Choose the option for type of business. Choose - Popular business ideas ▼
- II. Select the business. Choose - Coffee Shop ▼
- III. Select current borough and neighbourhood. Borough North West Delhi ▼ Neighborhood Rohini Sub City ▼
- IV. Foursquare API calculates a distance value and suggests the best location.

The optimal place to start your business, Coffee Shop is in - Rohini Sub City, North West Delhi

Conclusion -

Rec A Business is a free, accurate and easy way to leverage Foursquare API to help in recommendation of business ideas to new enthusiasts. It uses Foursquare API and hence suffers from realtime data lag. It works both ways and hence can be helpful for both the strata of new business enthusiasts, whether they want business recommendations or location recommendations.

Credits and links -

Kernel link – <https://www.kaggle.com/sourinroy/rec-a-business>

Report link - <https://bit.ly/36qmoKP>

Reach me here



kaggle

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