

Presentation  
Coursera Capstone Project  
Coursera IBM Data science  
certification

# Presentation Content

- 1.Introduction Section :- The “business problem” to be solved by this project and who may be interested
- 2.Data Section:- Describe Data requirements and Sources needed to solve the problem
- 3.Methodology section:- Main component of the report - Execute data processing, describe/discuss any exploratory data analysis and/or inferential statistical testing performed, and/or machine learnings used.
- 4.Results section:- Discussion of the results and finding of answer.
- 5.Discussion section:-Discussion of observations noted and any recommendations.
- 6.Conclusion section: ☐ Answer chosen and conclusions.

# 1.0 Introduction

## 1.1 Scenario and Background

I am currently living in Singapore, within walking distance to Downtown "Telok Ayer MRT metro station". I also enjoy great venues and attractions, such as international cuisine, entertainment and shopping. I have an offer to move to work to Manhattan NY and I would like to move if I can find a place to live similar with similar venues.

## 1.2 Problem to be resolved:

How to find an apartment in Manhattan with the following conditions:

- Apartment with min 2 bedrooms
- Monthly rent not to exceed US\$7000/month
- Located within walking distance ( $\leq 1.0$  mile, 1.6 km) from a subway metro station in Manhattan
- Venues and amenities as in my current residence.

## 1.3 Interested Audience

I believe the methodology, tools and strategy used in this project is relevant for a person or entity considering moving to a major city in US, Europe or Asia. Europe, US or Asia, Likewise, it can be helpful approach to explore the opening of a new business. The use of FourSquare data and mapping techniques combined with data analysis will help resolve the key questions arisen. Lastly, this project is a good practical case for a person developing Data Science skills.

## 2.0 Data Science

### 2.1 Data Requirements –

Geodata for current residence in Singapore with venues established using Foursquare. - List of Manhattan (MH) neighborhoods with clustered venues established via Foursquare (as in Course Lab).

[https://en.wikipedia.org/wiki/List\\_of\\_Manhattan\\_neighborhoods#Midtown\\_neighborhoods](https://en.wikipedia.org/wiki/List_of_Manhattan_neighborhoods#Midtown_neighborhoods) - List of subway metro stations in Manhattan with addresses and geo data (lat,long): [https://en.wikipedia.org/wiki/List\\_of\\_New\\_York\\_City\\_Subway\\_stations\\_in\\_Manhattan](https://en.wikipedia.org/wiki/List_of_New_York_City_Subway_stations_in_Manhattan)),

(<https://www.google.com/maps/search/manhattan+subway+metro+stations/@40.7837297,-74.1033043,11z/data=!3m1!4b1>) - List of apartments for rent in Manhattan area with information on neighborhood location, address, number of beds, area size, monthly rent price and complemented with geo data via Nominatim. <http://www.rentmanhattan.com/index.cfm?page=search&state=results>

<https://www.nestpick.com/search?city=new-york>

- Place to work in Manhattan (Park Avenue and 53rd St) for reference

## 3.0 Methodology

The Strategy to find the answer: The strategy is based on mapping the described data in section 2.0, in order to facilitate the choice of at least two candidate places for rent. The information will be consolidated in ONE MAP where one can see the details of the apartment, the cluster of venues in the neighborhood and the relative location from a subway station and from work place. A measurement tool icon will also be provided. The popups on the map items will display rent price, location and cluster of venues applicable.

The Tools: Web-scraping of sites is used to consolidate data-frame information which was saved as csv files for convenience and to simplify the report. Geodata was obtained by coding a program to use Nominatim to get latitude and longitude of subway stations and also for each of (144 units) the apartments for rent listed. Geopy\_distance and Nominatim were used to establish relative distances. Seaborn graphic was used for general statistics on rental data. Maps with popups labels allow quick identification of location, price and feature, thus making the selection very easy

## 4.0 Execution and Results



# Venues around Neighborhood

```
# Venues near current Singapore residence place  
SGnearby_venues.head(10)
```

	name	categories	lat	lng
0	Napoleon Food & Wine Bar	Wine Bar	1.279925	103.847333
1	Park Bench Deli	Deli / Bodega	1.279872	103.847287
2	Native	Cocktail Bar	1.280135	103.846844
3	Muchachos	Burrito Place	1.279175	103.847082
4	Matt's   The Chocolate Shop	Dessert Shop	1.280462	103.846950
5	Freehouse	Beer Garden	1.281254	103.848513
6	PS.Cafe	Café	1.280468	103.846264
7	왕대박 Wang Dae Bak Korean BBQ Restaurant	Korean Restaurant	1.281345	103.847551
8	Ancient Therapy	Massage Studio	1.280413	103.847481
9	Oven & Fried Chicken	Korean Restaurant	1.280479	103.847522

# GeoData Manhattan apts for rent

```
: mh_rent=pd.read_csv('MH_rent_latlong.csv')  
mh_rent.head()
```

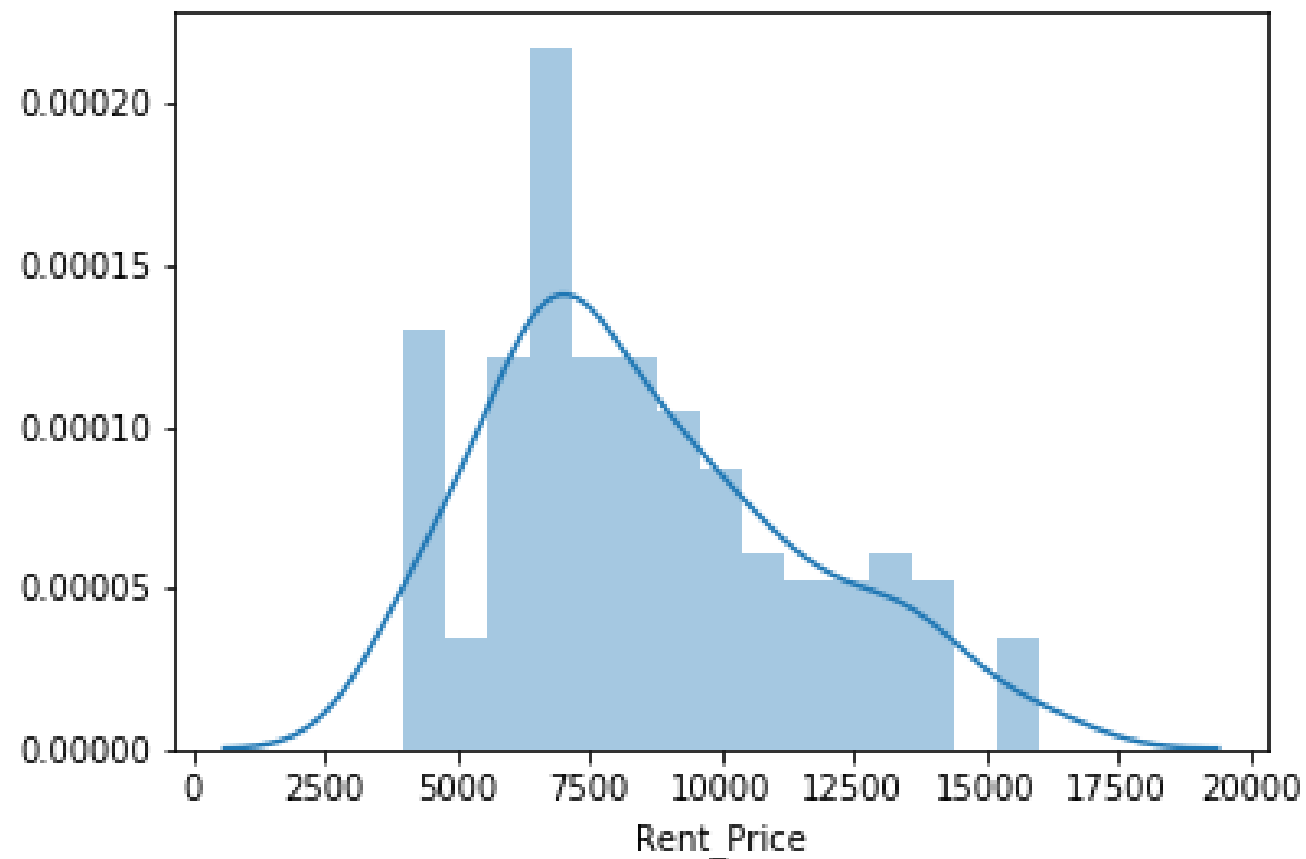
	Address	Area	Price_per_ft2	Rooms	Area-ft2	Rent_Price	Lat	Long
0	West 105th Street	Upper West Side	2.94	5.0	3400	10000	40.799771	-73.966213
1	East 97th Street	Upper East Side	3.57	3.0	2100	7500	40.788585	-73.955277
2	West 105th Street	Upper West Side	1.89	4.0	2800	5300	40.799771	-73.966213
3	CARMINE ST.	West Village	3.03	2.0	1650	5000	40.730523	-74.001873
4	171 W 23RD ST.	Chelsea	3.45	2.0	1450	5000	40.744118	-73.995299

```
: mh_rent.tail()
```

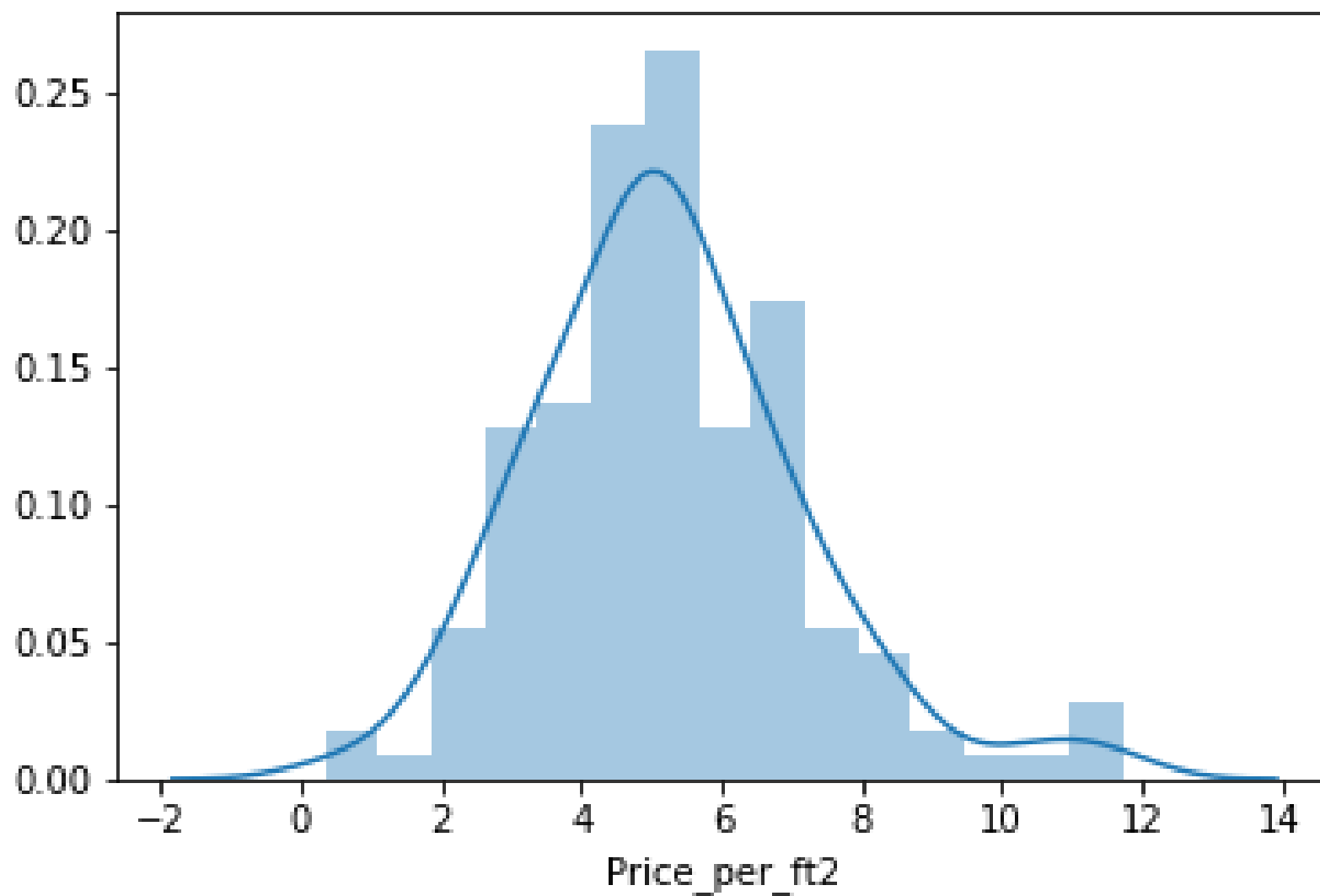
	Address	Area	Price_per_ft2	Rooms	Area-ft2	Rent_Price	Lat	Long
139	200 East 72nd Street	Rental in Lenox Hill	5.15	3.0	1700	8750	40.769465	-73.960339
140	50 Murray Street	No fee rental in Tribeca	7.11	2.0	1223	8700	40.714051	-74.009608
141	300 East 56th Street	No fee rental in Midtown East	3.87	3.0	2100	8118	40.758216	-73.965190
142	1930 Broadway	No fee rental in Central Park West	5.06	2.0	1600	8095	40.772474	-73.981901
143	33 West 9th Street	Rental in Greenwich Village	6.67	2.0	1500	10000	40.733691	-73.997323

# Rental Price Statistics MH Apartments

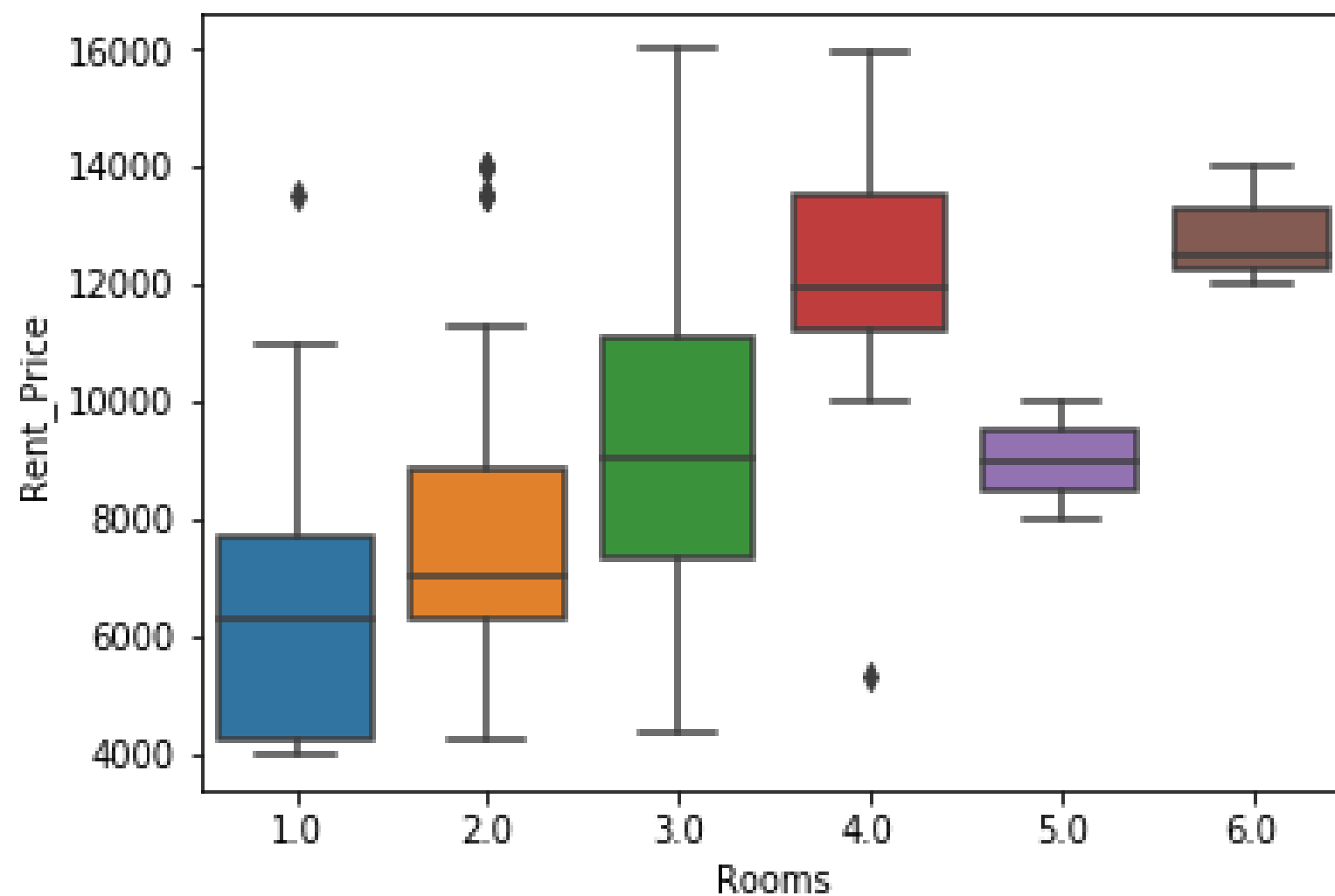
<matplotlib.axes.\_subplots.AxesSubplot at 0x1a1dd3b898>



```
> <matplotlib.axes._subplots.AxesSubplot at 0x1a1e2ec518>
```



<matplotlib.axes.\_subplots.AxesSubplot at 0x1a1e2a8080>



# Venues of Cluster 3

	Neighborhood	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Most Common Venue	7th Most Common Venue	8th Most Common Venue	9th Most Common Venue
3	Inwood	Mexican Restaurant	Lounge	Pizza Place	Café	Wine Bar	Bakery	American Restaurant	Park	Frozen Yogurt Shop
5	Manhattanville	Deli / Bodega	Italian Restaurant	Seafood Restaurant	Mexican Restaurant	Sushi Restaurant	Beer Garden	Coffee Shop	Falafel Restaurant	Bike Trail
10	Lenox Hill	Sushi Restaurant	Italian Restaurant	Coffee Shop	Gym / Fitness Center	Pizza Place	Burger Joint	Deli / Bodega	Gym	Sporting Goods Shop
12	Upper West Side	Italian Restaurant	Bar	Bakery	Vegetarian / Vegan Restaurant	Indian Restaurant	Coffee Shop	Cosmetics Shop	Wine Bar	Mexican Restaurant
16	Murray Hill	Sandwich Place	Hotel	Japanese Restaurant	Gym / Fitness Center	Coffee Shop	Salon / Barbershop	Burger Joint	French Restaurant	Bar
17	Chelsea	Coffee Shop	Italian Restaurant	Ice Cream Shop	Bakery	Nightclub	Theater	Art Gallery	Seafood Restaurant	American Restaurant
18	Greenwich Village	Italian Restaurant	Sushi Restaurant	French Restaurant	Clothing Store	Chinese Restaurant	Café	Indian Restaurant	Bakery	Seafood Restaurant
27	Gramercy	Italian Restaurant	Restaurant	Thrift / Vintage Store	Cocktail Bar	Bagel Shop	Coffee Shop	Pizza Place	Mexican Restaurant	Grocery Store
28	Financial	Coffee	Hotel	Gym	Mexican Restaurant	Steakhouse	Bar	Italian	Pizza	Bar

# Manhattan Subway stations geodata

	sub_station	sub_address	lat	long
0	Dyckman Street Subway Station	170 Nagle Ave, New York, NY 10034, USA	40.861857	-73.924509
1	57 Street Subway Station	New York, NY 10106, USA	40.764250	-73.954525
2	Broad St	New York, NY 10005, USA	40.730862	-73.987156
3	175 Street Station	807 W 177th St, New York, NY 10033, USA	40.847991	-73.939785
4	5 Av and 53 St	New York, NY 10022, USA	40.764250	-73.954525

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```
# removing duplicate rows and creating new set mhsb1
mhsb1=mh.drop_duplicates(subset=['lat','long'], keep="last").reset_index(drop=True)
mhsb1.shape
```

(22, 4)

```
mhsb1.tail()
```

	sub_station	sub_address	lat	long
17	190 Street Subway Station	Bennett Ave, New York, NY 10040, USA	40.858113	-73.932983
18	59 St-Lexington Av Station	E 60th St, New York, NY 10065, USA	40.762259	-73.966271
19	57 Street Station	New York, NY 10019, United States	40.764250	-73.954525
20	14 Street / 8 Av	New York, NY 10014, United States	40.730862	-73.987156
21	MTA New York City	525 11th Ave, New York, NY 10018, USA	40.759809	-73.999282

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# Apartment Selection

Using the "one map" above, I was able to explore all possibilities since the popups provide the information needed for a good decision.

Apartment 1 rent cost is US\$7500 slightly above the US\$7000 budget. Apt 1 is located 400 meters from subway station at 59th Street and work place ( Park Ave and 53rd) is another 600 meters way. I can walk to work place and use subway for other places around. Venues for this apt are as of Cluster 2 and it is located in a fine district in the East side of Manhattan.

Apartment 2 rent cost is US\$6935, just under the US\$7000 budget. Apt 2 is located 60 meters from subway station at Fulton Street, but I will have to ride the subway daily to work , possibly 40-60 min ride. Venues for this apt are as of Cluster.

Based on current Singapore venues, I feel that Cluster 2 type of venues is a closer resemblance to my current place. That means that APARTMENT 1 is a better choice since the extra monthly rent is worth the conveniences it provides.



## 5.0 Discussion

- In general, I am positively impressed with the overall organization, content and lab works presented during the Coursera IBM Certification Course
- I feel this Capstone project presented me a great opportunity to practice and apply the Data Science tools and methodologies learned.
- I have created a good project that I can present as an example to show my potential.
- I feel I have acquired a good starting point to become a professional Data Scientist and I will continue exploring to creating examples of practical cases.

# 6.0 Conclusions

- I feel rewarded with the efforts, time and money spent. I 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 thoroughly and with confidence. I would recommend for use in similar situations.
- One must keep abreast of new tools for DS that continue to appear for application in several business fields.