



Determine Locations for New Yoga Center in Bangalore

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Bangalore is the New Hub of Business

- Thanks to IT industry Bangalore has Grown exponentially in past decade.
- Rise in population has meant high demand for services
- Its now new hub of Start Up businesses
- Tech Savvy people looking for affordable fitness centres.
- Fitness focussing on Mind and body wellbeing are niche areas still under explored in Bangalore

Data Acquisition

- Data on Bangalore Localities is picked from Wikipedia.
- Respective localities are plotted on map to arrive at nominal area to analyze
- Foursquare API used to determine location profile and key statistics
- OpenCage API for geocoding and reverse geocoding

Methodology

- Analyse the extracted data to determine Primary locations of interest.
- Do an exploratory analysis to determine Secondary Locations of Interest .
- Using Kmeans Clustering Algorithm identify Primary and Secondary Clusters of interest
- Use Reverse Geocoding to determine the addresses of the the clusters as the final result

Conclusion

- The addresses are mere Starting Points for further exploration by stake holders
- Additional information like Real Estate rates, Population demographics of the area would aid in further refinement.