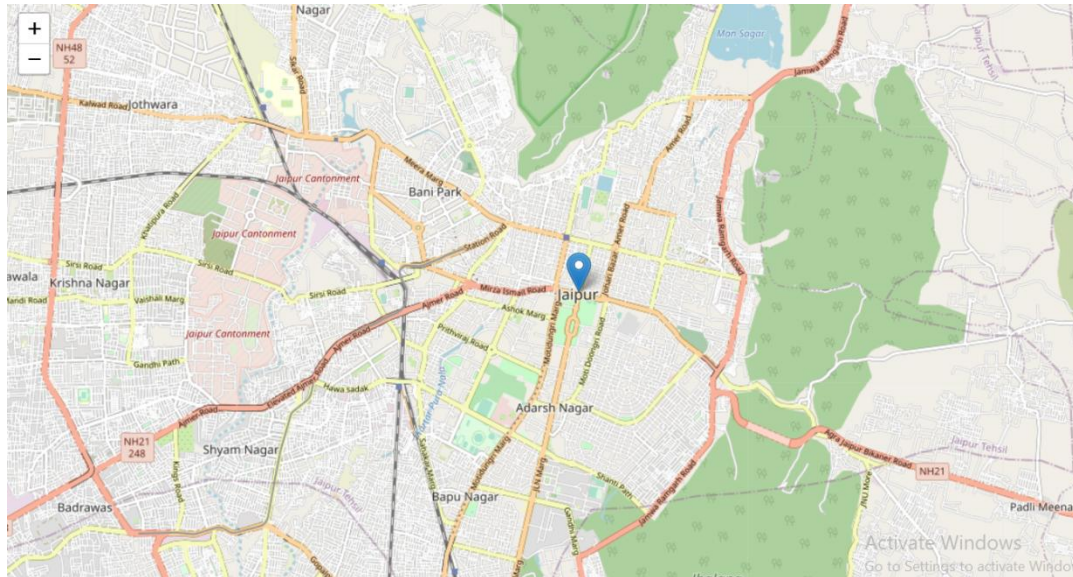# Exploring Different Spots and Venues in Jaipur, Rajasthan, India

by Vaishnavi Ajmera

Introduction - Jaipur

- Jaipur is composed of a number of sectors spread across a total area of 486 sq Km.

- There are many venues (especially restaurants, hotels and cafes) which can be explored.

- This project explores various venues in Jaipur and attributes the data based on user ratings and average price.
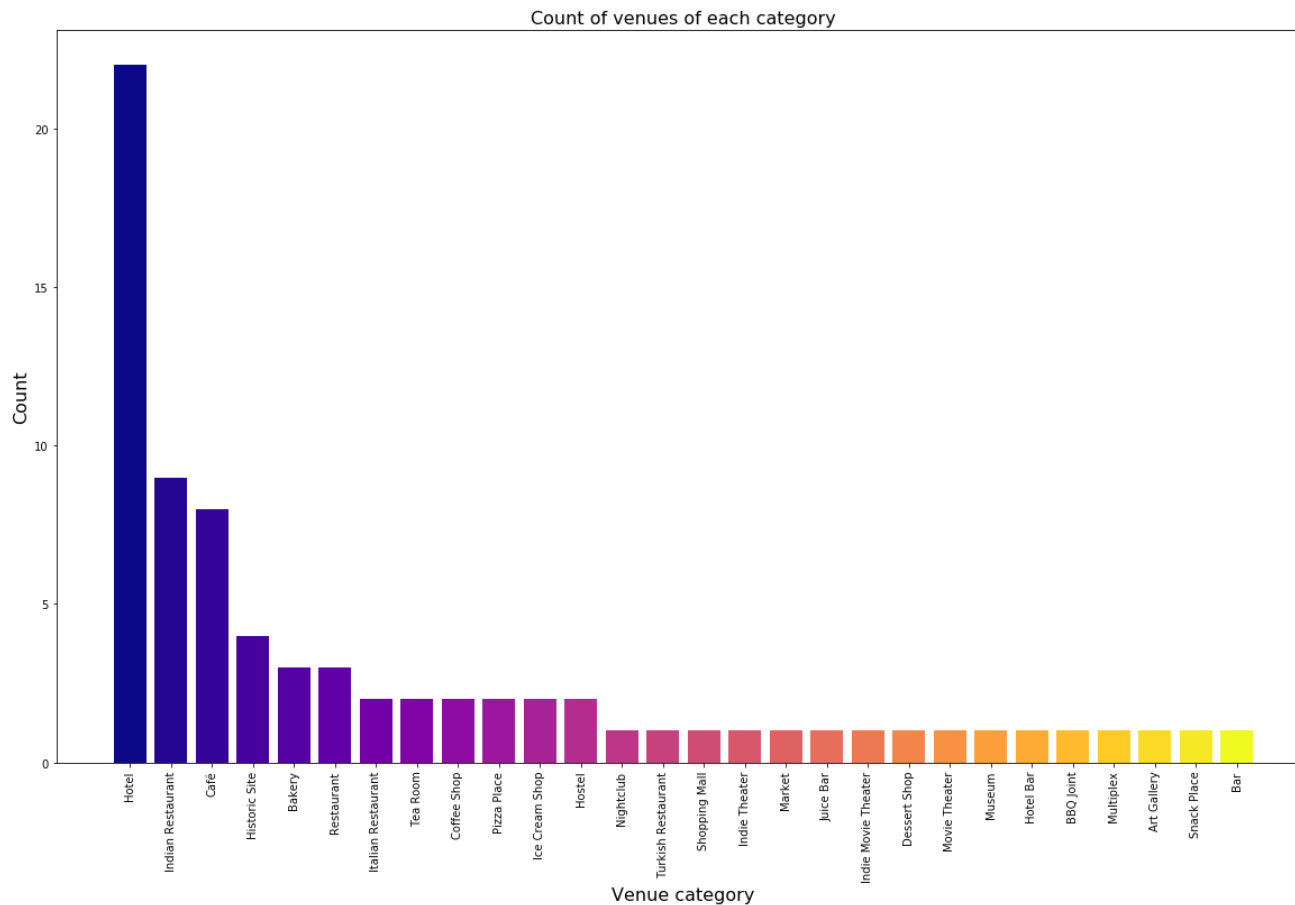
Audience

- Any person who is visiting Jaipur, can use the plots and maps from this project to quickly select places that suit their budget and rating preferences.

- A company can use this information to create a website or a mobile application, which is updated on a regular basis, to allow individuals to the city or even expand same functionality to other places.

- This information can be useful for any entrepreneur to open a new hotel, restaurant, café, etc, by identifying the potential areas of growth of their business using these plots.
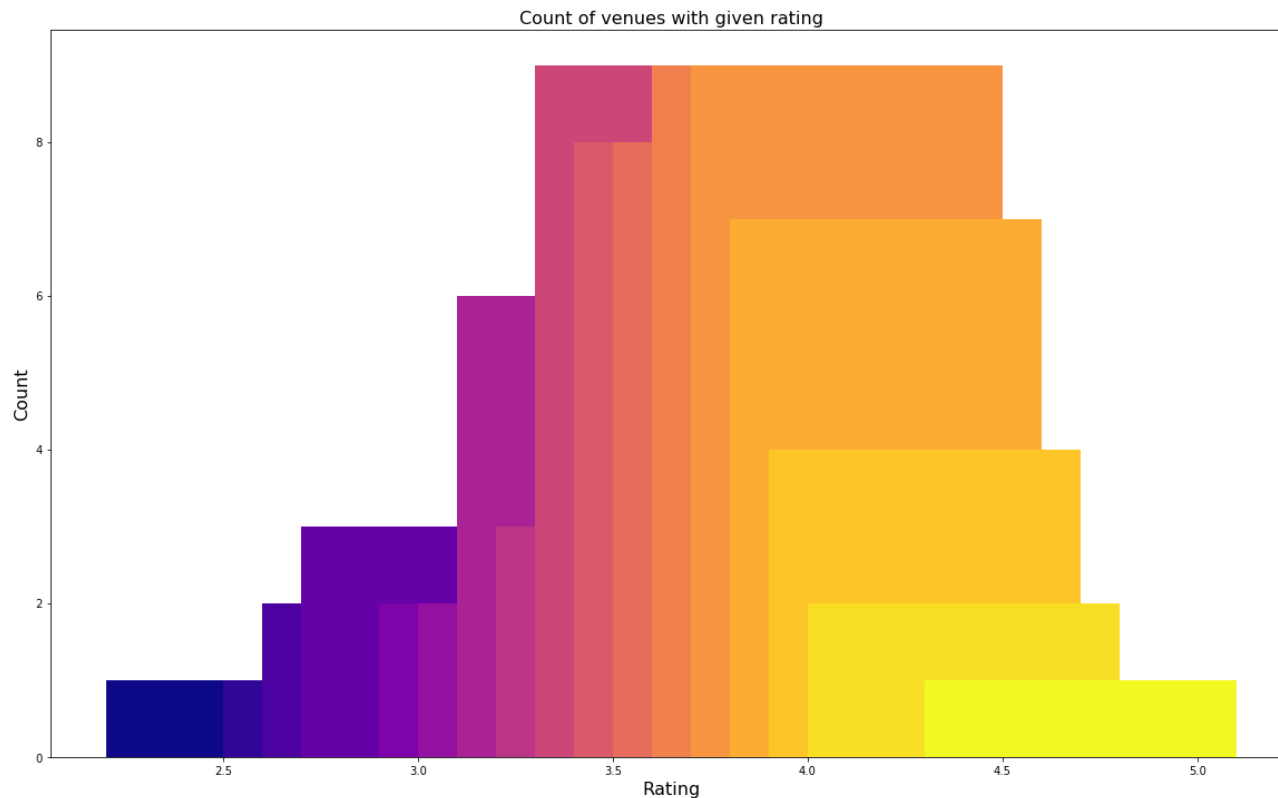
Data Collection and Cleaning

- I used two APIs and decided to combine the data from both of them together.
1. FourSquare API
2. Zomato API

- I collected data of 100 venues from both.

- And after cleaning and preprocessing I have left with 77 venues to explore.

- The final data columns' are name of venue, latitude, longitude, ratings, average price, price range, category and address.
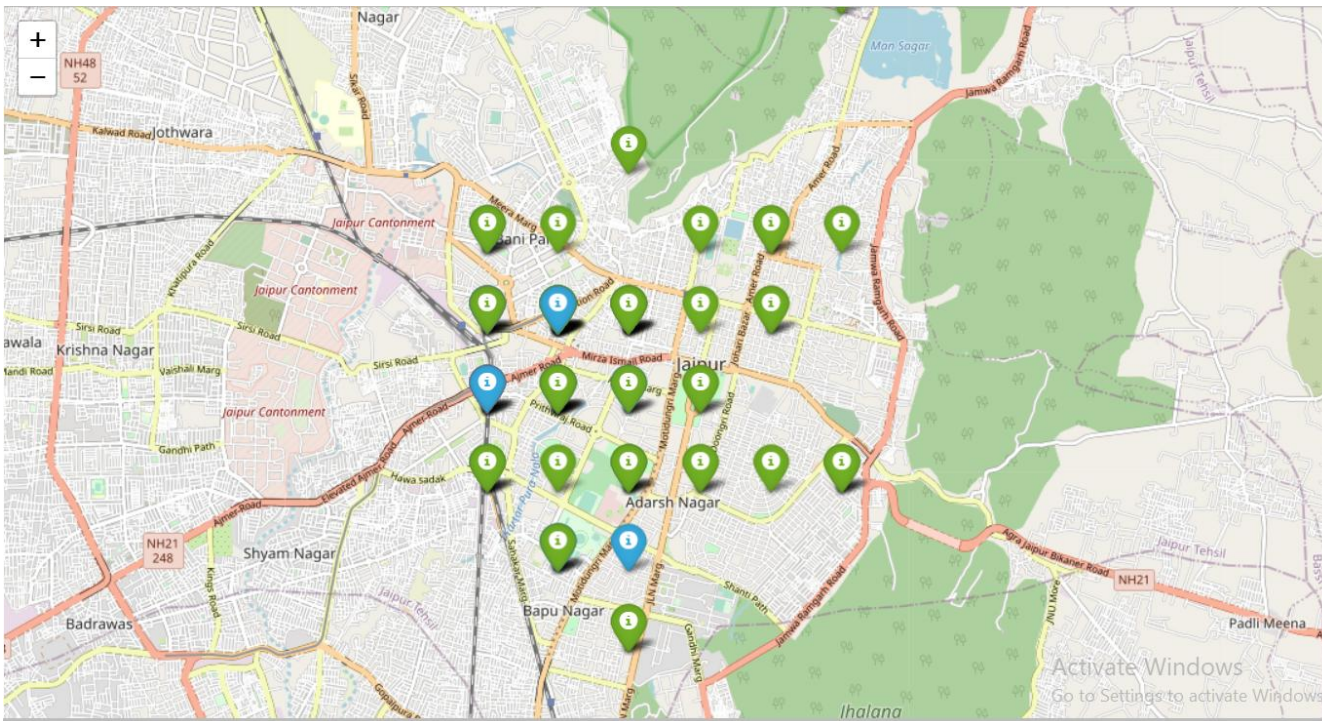
Venues in different Categories

Count of venues of each category

We can see that there are large no. of Hotels, Cafes, and Indian restaurants in Jaipur.

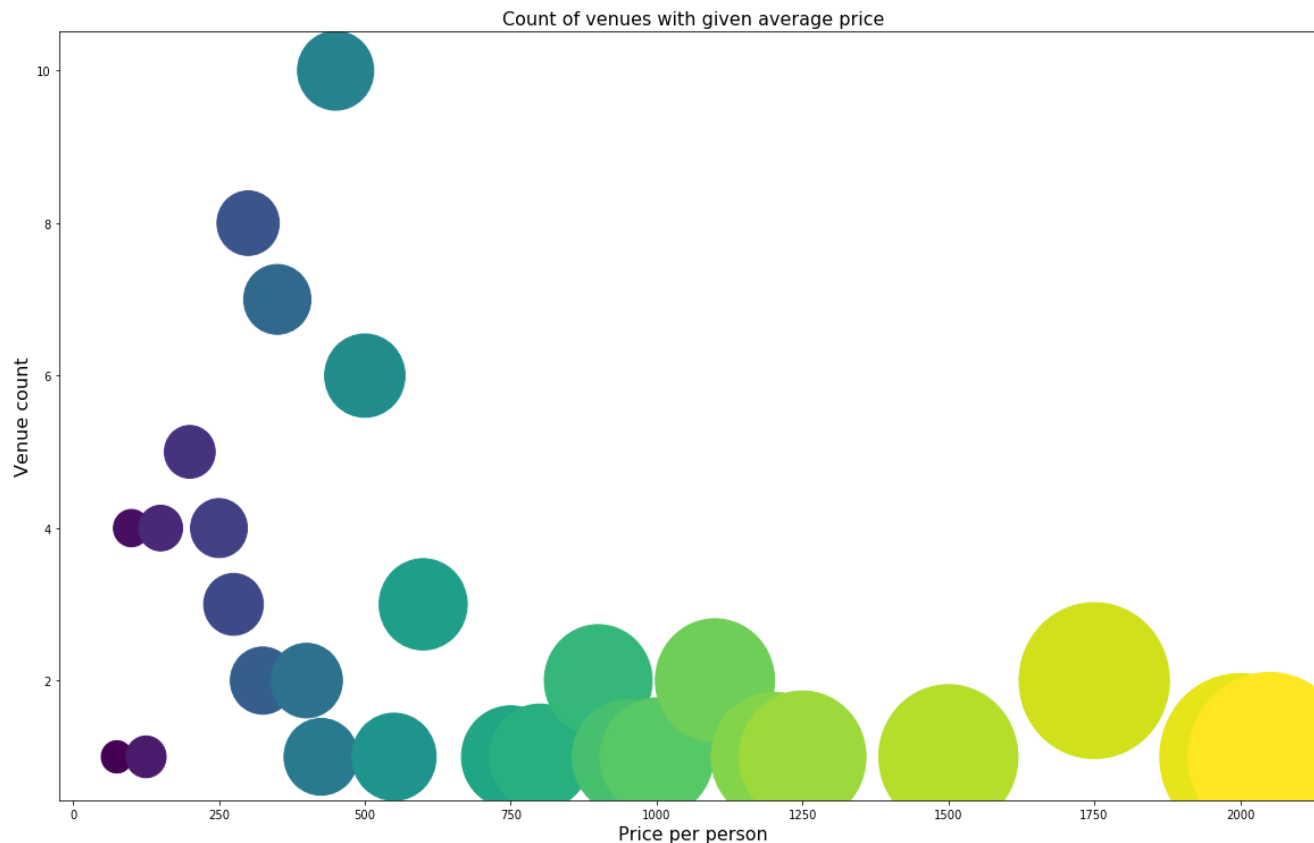# Rating Analysis

Count of venues with given rating

We can see the average rating is spread across 4 with maximum number of venues scoring between 3 and 5.

Plot of venues on map based on Rating

We can see that many venues are located near about MI Road, Adarsh Nagar, Bani Park with rating above 3.

Price Analysis

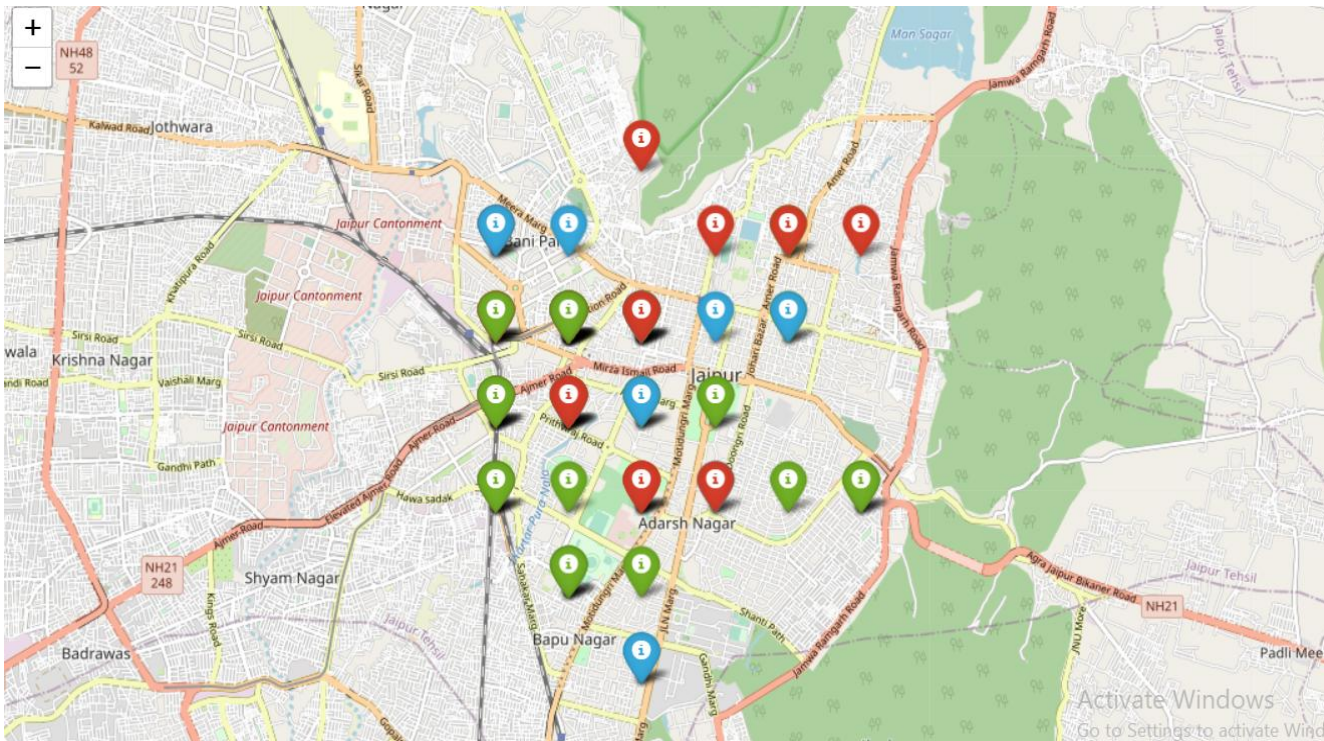Count of venues with given average price

•It can be seen that the majority venues have an average cost of Rs 200 to Rs 500 for one person.

• Even though the maximum venues lie in that range, the actual range of prices is very different.

•There are places with average price even as high as Rs 2000+ for one person.
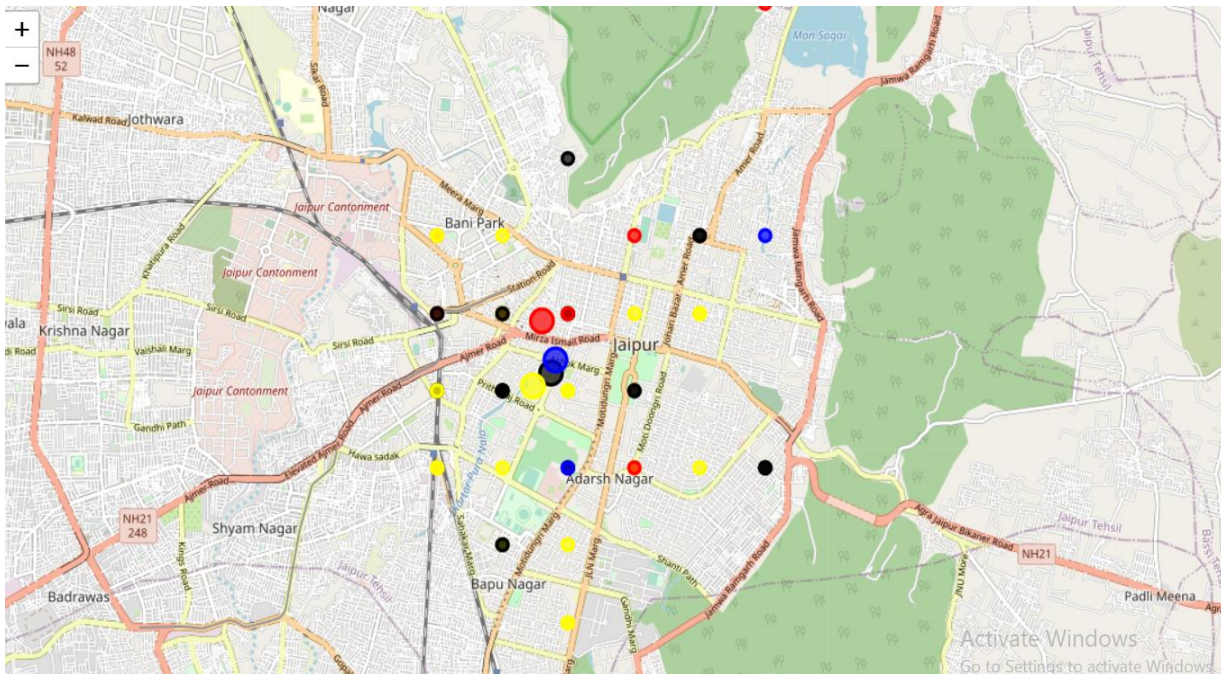
Plot of venues on map based on price range

• We can see that venues in Jaleb Chowk, MI Road, near Amer Road has high prices, while the spots in Khasa Kothi, Civil Lines and Bais Godam are of average price.

• As the places having high prices are near historical monuments so we can easily know the reason of their high average price.

Clusters of Venues

- We have classified clusters into 4 different groups as you can see in the map.

- These venues for cluster 0 have mean price range of 2.33 and rating spread around 3.73 having black color.

- These venues for cluster 1 have mean price range of 3.50 and rating spread around 3.94 having red color.

- These venues for cluster 2 have mean price range of 1.53 and rating spread around 3.82 having yellow color.

- These venues for cluster 3 have mean price range of 4.00 and rating spread around 4.08 having blue color.

Results

- We identified that from the total set of venues, majority of them were Hotels, Cafes and Indian Restaurants.

- While the complete range of ratings range from 1 to 5, the majority venues have ratings between 3.5 to 4.5. This means that most restaurants provide good quality food which is liked by the people of the city, thus indicating the high rating.

- When we plot these venues on the map, we discover that there are clusters of venues around MI Road, Adarsh Nagar, Bani Park. These clusters also have very high ratings (more than 3).

- We explore that many venues have prices which are in the range of Rs 200 to Rs 500 for one person. However, the variation in prices is very large, given the complete range starts from Rs 100 and goes uptil Rs 2000.

- We also discovered that the spots in Jaleb Chowk, MI Road, near Amer Road has high prices, while the spots in Khasa Kothi, Civil Lines and Bais Godam are of average price.

- Finally, through clusters we identified that there are many venues in 3 different clusters which are relatively lower priced with an average rating of 3.82-3.95. On the other hand, there are few venues in a particular cluster i.e. last cluster(Cluster 3) which are high priced and have average rating of 4.08.

- A company can use this information to build up an online website/mobile application, to provide users with up to date information about various venues in the city based on the search criteria (name, rating and price). An an entrepreneur can also use this information to open a new cafe, hotel, restaurant and other venues in Jaipur.

Conclusion & Future Scope

- The purpose of this project was to explore the places that a person visiting Jaipur could visit. The venues have been identified using Foursquare and Zomato API and have been plotted on the map. Based on the visitor's venue rating and price requirements, he/she can choose amongst the three places.

- And we can also improve this project in future by taking in concern other factors also population, etc. And we can extend it to whole city Jaipur and to other cities also.

THANK YOU!!