

Coursera Capstone

IBM APPLIED DATA SCIENCE CAPSTONE PROJECT

New Indian Restaurant in Kuala Lumpur, Malaysia

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Business Problem:

- Kuala Lumpur, Malaysia is a great tourist attraction for many Indians. With rising India tourists, it provides great opportunity for new clients to open an Indian Restaurant to meet the rising demand of tourists.
- **Objective:**
To analyze and identify new location where opening an Indian Restaurant can provide a great business opportunity to new business.

What is the best place to open a new Indian Restaurant in Kuala Lumpur, Malaysia ?

Data Information:

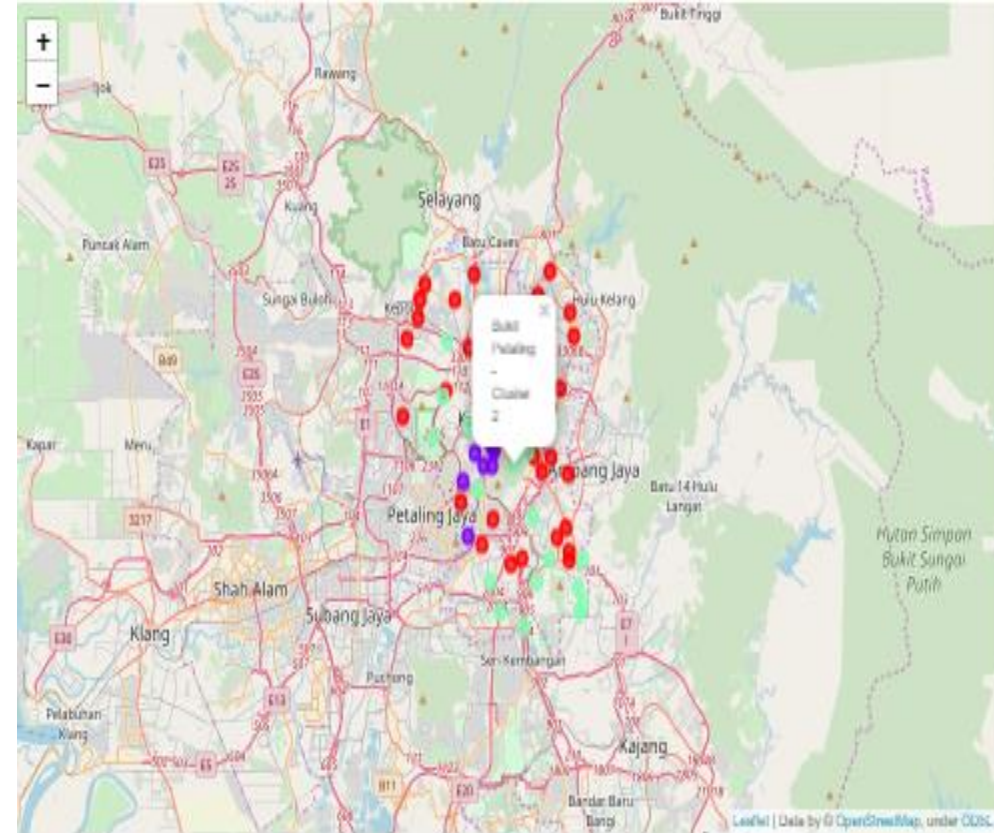
- **Data Gathering:**
 - Neighborhoods list in Kuala Lumpur.
 - Coordinates of Neighborhoods.
 - Venue details for Indian **Restaurant**.
- **Data Source:**
 - List of Neighborhoods from Wikipedia.
 - Get Coordinates of Neighborhoods using Geocode package.
 - Details for Indian Restaurant using Foursquare API.

Methodology:

- Get Neighborhood list using Beautiful Soup Package.
- Geocoder package to get Coordinate details.
- Venue Details of Indian Restaurant using Foursquare API.
- Group Neighborhood data and take mean frequency of occurrence of Venues categories.
- Sort Venues by Indian Restaurant.
- Using k-means algorithm, perform clustering.
- Using Folium library, visualize the data.

Results:

- The Neighborhood has been categorized in 3 Clusters.
 - ❑ Cluster 0: Neighborhood with least concentration of Indian Restaurants.
 - ❑ Cluster 1: Neighborhood with very high concentration of Indian Restaurants.
 - ❑ Cluster 1: Neighborhood with moderate concentration of Indian Restaurants.



Recommendation:

- Cluster 1 has the maximum number of Indian restaurants present and is hugely populated.
- Cluster 2 has moderate count of Indian restaurants which adequate opportunities.
- Cluster 0 has the least density of Indian restaurants providing the best neighborhoods in Kuala Lumpur to open new restaurant.

Conclusion:

- ❑ Through our analysis, we can conclude that neighborhoods in Cluster 1 is already concentrated with high number of Indian Restaurants and would provide bad opportunity to open new restaurants.
- ❑ Cluster 0 is least populated and Cluster 2 has moderate count of Indian restaurants providing the best chances for new Indian restaurants to thrive and grow.
- ❑ New Clients planning to open an Indian restaurants should focus on neighborhoods in cluster 0 and 1.

Thank You