

Analyzing New Delhi for Opening a New Business

Using Foursquare Places
API

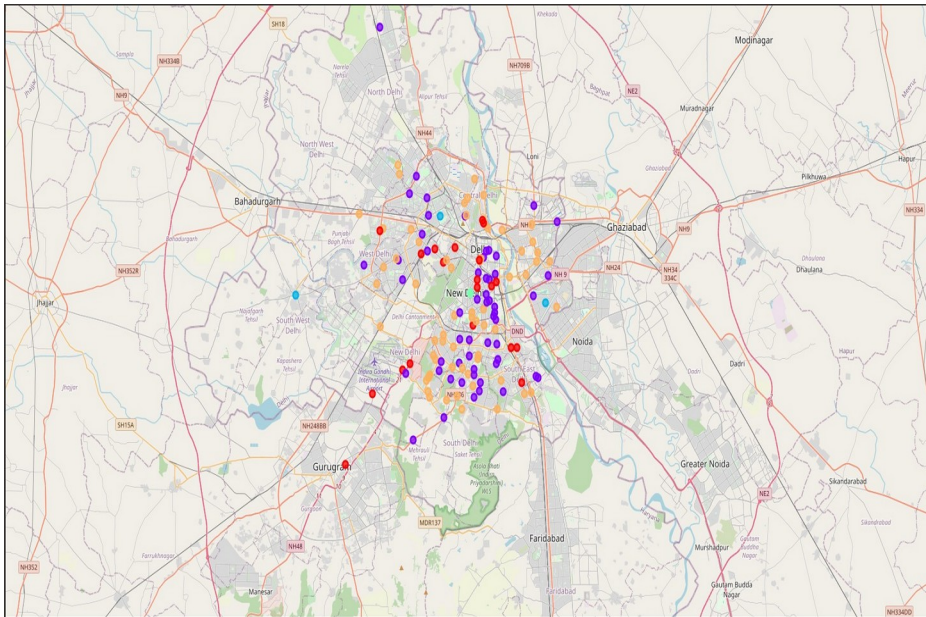
Find a suitable area for the business

- New Delhi is a vast city and the location of a business establishment will have an impact on its success
- Will allow the organization to establish a strong foothold
- Easier expansion in to the rest of the country once the business is established the capital city

Data Acquisition and Cleaning

- New Delhi Localities Data obtained from Kaggle 2018 [Zomato Data](#)
- The Coordinates of the localities are obtained using Python Geopy Library
- The venue data for localities are obtained from Foursquare Places API
- The analysis involved a total of 147 localities across New Delhi and 186 different venue categories for the localities.

Visualizing Clusters of Localities



- All Localities has been assigned a cluster
- Each cluster is suitable for opening a specific type of business

Cluster 1 Analysis

New Friends Colony	Hotel	Grocery Store	Café
Okhla Phase 2	ATM	Health & Beauty Service	Hotel
Pragati Maidan	Plaza	Hotel	Art Gallery
Radisson Blu, Paschim Vihar	Hotel	Indian Restaurant	Food Truck
The Imperial, Janpath	Hotel	Italian Restaurant	Indian Restaurant
The Park, Connaught Place	Hotel	Fast Food Restaurant	Platform
Tilak Marg	Chinese Restaurant	Hotel	Furniture / Home Store
West Patel Nagar	Gym / Fitness Center	Park	Hotel

- Has Hotels as the 1st or 2nd most frequent establishment in most localities
- Will be a good choice to build a new hotel

Cluster 2 Analysis

Connaught Place	Indian Restaurant	Café	Bar
Daryaganj	Indian Restaurant	Restaurant	Road
Defence Colony	Italian Restaurant	Indian Restaurant	Bakery
Dilshad Garden	Pizza Place	Indian Restaurant	Diner
Dr. Zakir Hussain Marg	Indian Restaurant	Cafeteria	Chinese Restaurant

- Includes several restaurants and other types of venues to dine
- Should be profitable if a restaurant is opened in these localities

Cluster 3 Analysis

Locality	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue
Najafgarh	ATM	Food & Drink Shop	Fast Food Restaurant
Trilokpuri	ATM	Fast Food Restaurant	Furniture / Home Store
Wazirpur	ATM	Fast Food Restaurant	Furniture / Home Store

- Includes several ATMs
- Can be an ideal spot to open a new bank branch or an ATM

Cluster 4 Analysis

Green Park	Music Venue	Rest Area	Yoga Studio
Jail Road	Music Venue	Rest Area	Yoga Studio
Kalkaji	Music Venue	Rest Area	Yoga Studio
Lajpat Nagar 1	Music Venue	Rest Area	Yoga Studio
Laxmi Nagar	Music Venue	Rest Area	Yoga Studio
Subhash Nagar	Music Venue	Rest Area	Yoga Studio

- Localities here include several places for rest and recreation
- Gyms and fitness centers will be successful here

Cluster 5 Analysis

R K Puram	Shopping Mall	Airport Food Court	Hotel
Race Course	Metro Station	Gym / Fitness Center	Yoga Studio
Rajendra Place	Fast Food Restaurant	Pizza Place	Ice Cream Shop
Rajinder Nagar	Market	Park	Sandwich Place
Rohini	Shopping Mall	Department Store	Indian Restaurant
Safdarjung	Gym / Fitness Center	Racetrack	Metro Station
Sangam Courtyard, RK Puram	Coffee Shop	Multiplex	Thai Restaurant
Sarita Vihar	Market	Juice Bar	Park
SDA	Café	Market	Indian Restaurant
Shahdara	Platform	Dhaba	Vegetarian / Vegan Restaurant
Shakarpur	Snack Place	Diner	Shopping Mall

- Popular for shopping malls and several small establishments (might be part of the same malls)
- Will be a good choice to build a new shopping mall or market complex

Conclusion and Future Directions

- Will allow stakeholders to decide which locality to invest in
- Current prediction solely based on public demand
- Prediction can be further improved with infrastructure data of each locality
- Prediction can also be improved with tax and real estate pricing data