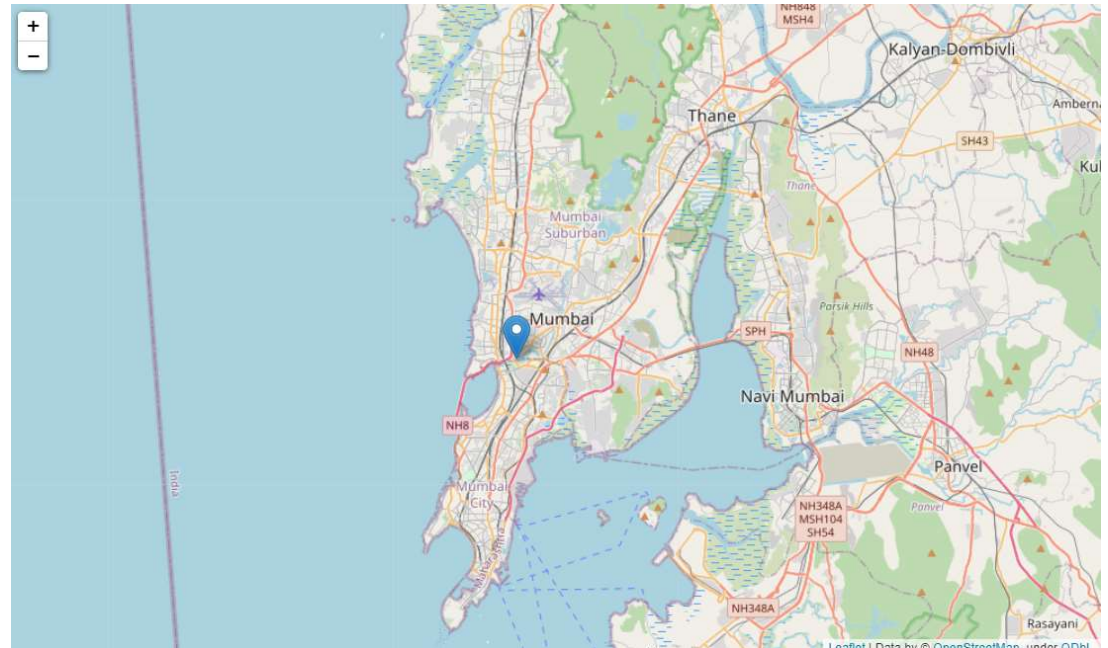


Capstone Project

The Battle of Neighbourhoods

IBM DATA SCIENCE PROFESSIONAL CERTIFICATE

The problem statement for this project is to leverage the Foursquare data and find recommendations for a one day stay in the city



Data Sources:
1. Foursquare
2. Zomato

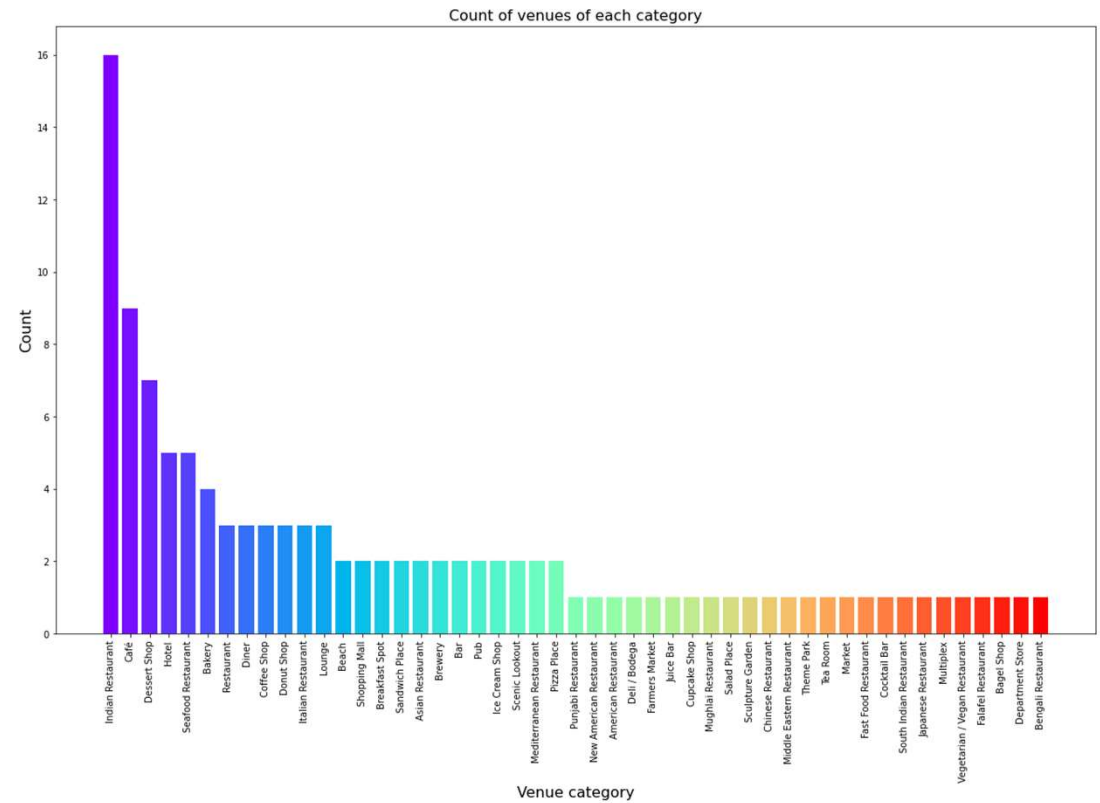


FOURSQUARE

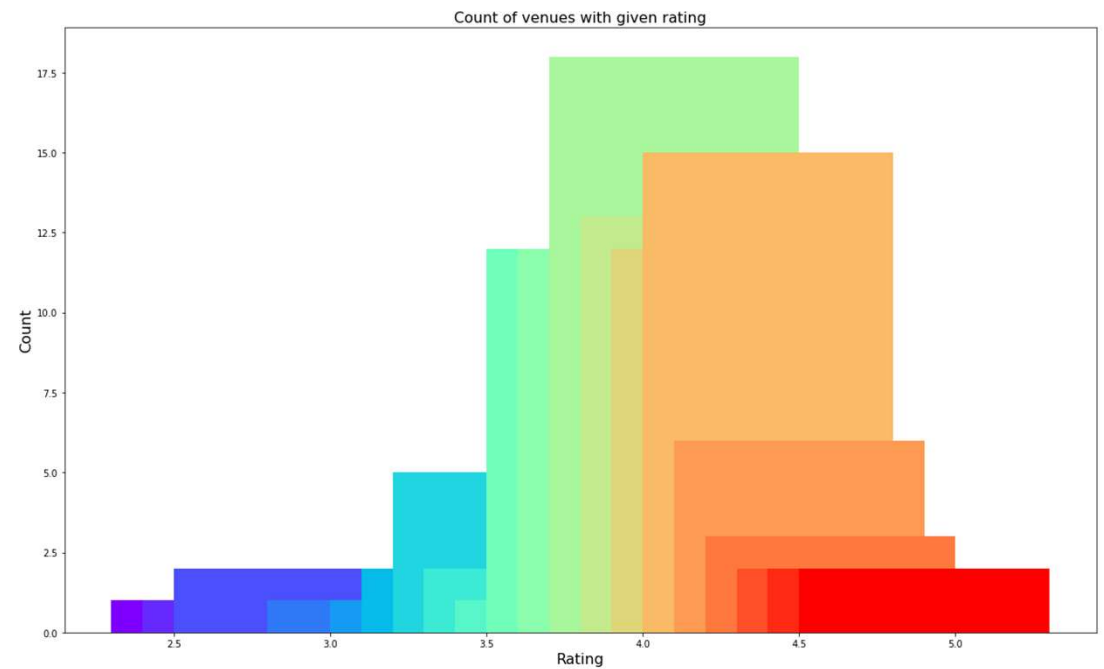


zomato

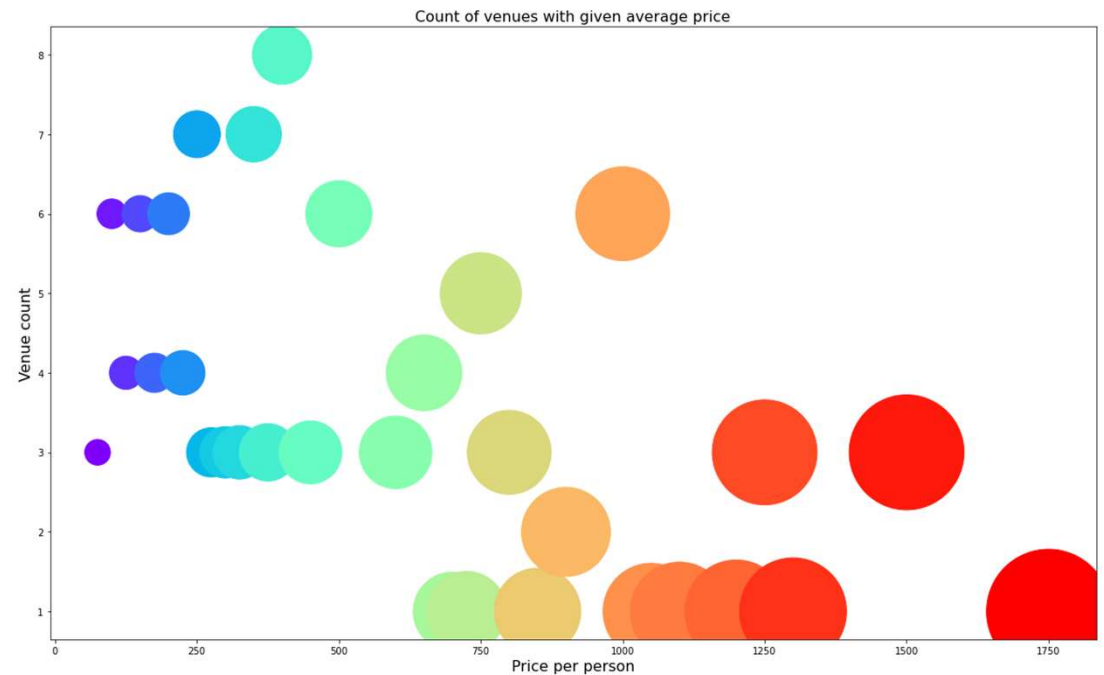
Exploratory Analysis Type of venues



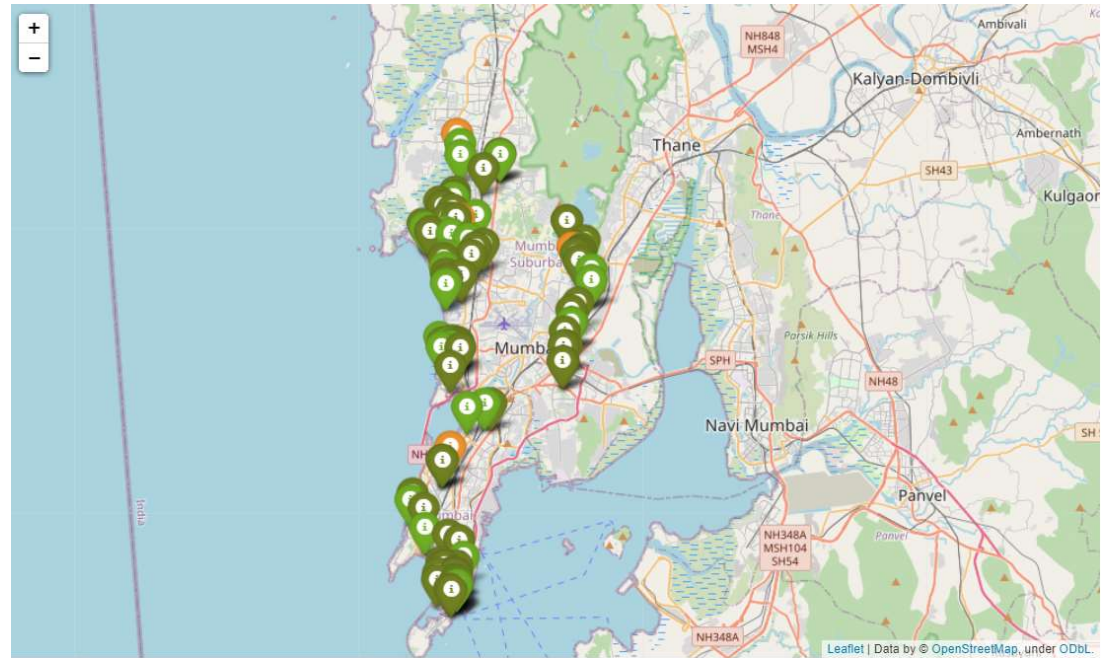
Exploratory Analysis Rating of venues



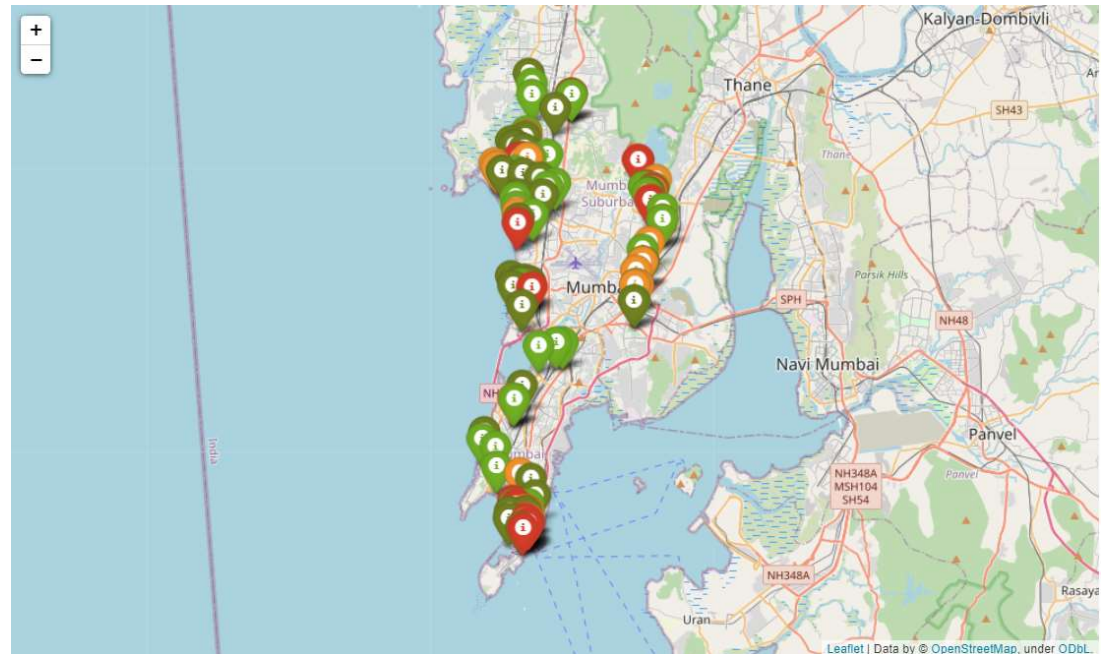
Exploratory Analysis Price of venues



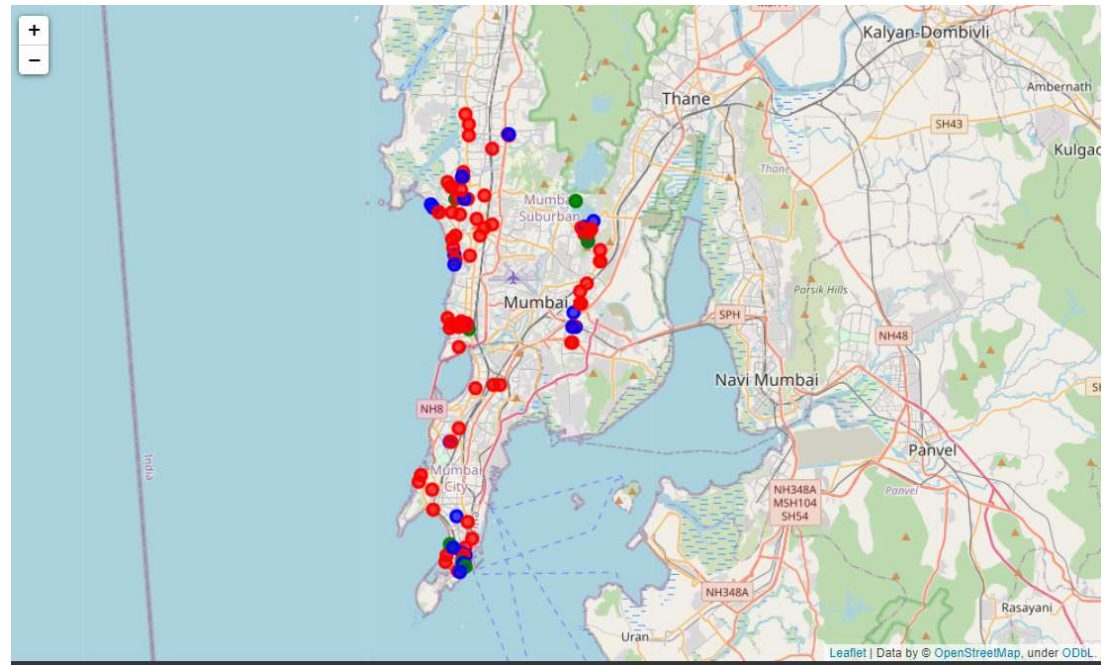
Venues on the
basis of ratings



Venues on the
basis of prices



Clustering A On the basis of rating and price

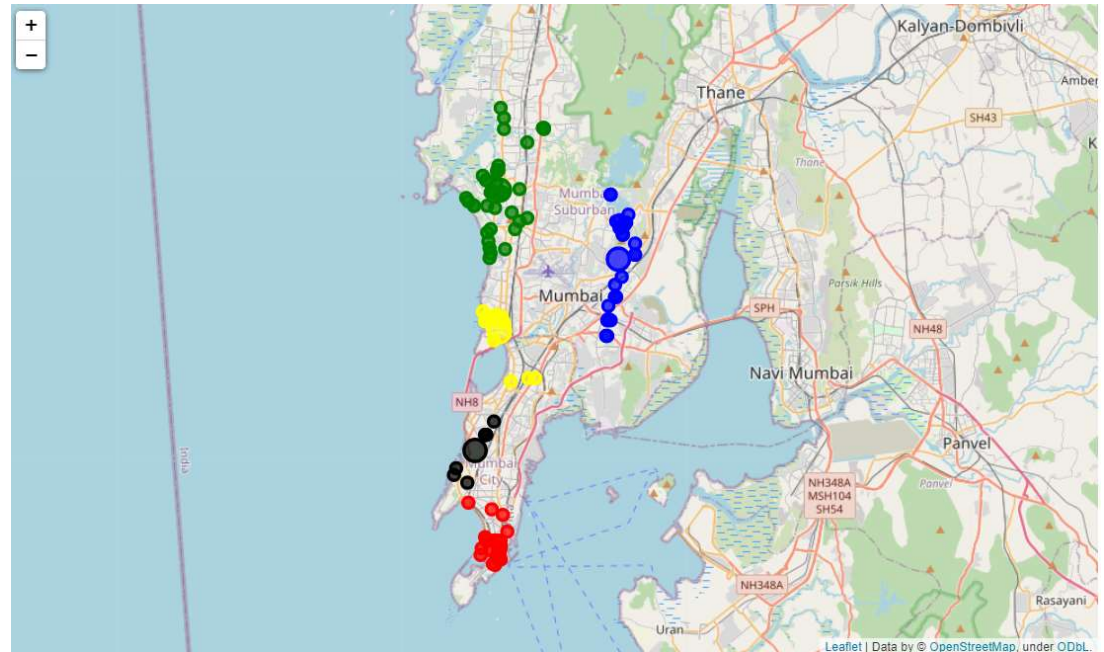


The background of the slide features several sets of thin, curved lines in light gray, some solid and some dashed, creating a sense of motion or flow. A large red speech bubble is positioned on the left side, containing the text 'Clustering A results:'.

Clustering A results:

- This clustering gives us three kinds of clusters.
1. Expensive venues with good rating (4.21)
 2. Cheap venues with decent rating (4.04)
 3. Moderately priced with excellent rating (4.27)

Clustering B On the basis of location



Clustering B results

- These areas are colour coded in the map below.
- 1. Green- Juhu-Versova
- 2. Blue- Powai-Ghatkopar
- 3. Yellow- Bandra
- 4. Black- Parel
- 5. Red- Colaba

Conclusions:

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

While the complete range of ratings range from 1 to 5, the **majority venues have ratings close to 4**. This means that most restaurants provide **good quality food and service** which is liked by the people of the city and the tourists, thus indicating the high rating.

When we take a look at the price values of each venue, we explore that many venues have prices which are in the range of Rs 250 to Rs 1000 for one person. This also indicates the popular fact that the financial capital of India is indeed an expensive place. However, there are plenty of choices for cheaper venues as well. This is good thing as we have an option for every demand.

Through the first clustering we identified that there are **few venues** which are **high rated (4.21) and have a high price as well**. These belong to the Zeroth cluster. Then there are **many venues** which are **low priced and have average rating of 4.04**. These belong to the First cluster. The Second cluster has **limited venues** which are **moderately priced and are very high rated(4.27)**.

Thank you!