

Introduction to the Problem

Delhi is one of the most densely populated capital cities in the world. Thus location-wise business opportunities differ drastically when we consider the demographic situation of a particular region.

Many new businesses' turnover decrease or they even collapse simply because owner(s) of the business is/are not able to identify competition from already established businesses or otherwise miss the chance of being the first one to tap out a business opportunity from a particular locality.

Solution to the Problem

With the help of already available data, we'll break down the localities of Delhi in neighbourhoods. These will be our locations for analysis. After compiling and visualizing the locations on the map, Foursquare API will be used to identify venues at those locations. Location-wise venues will be clustered together with the help of K-Means clustering algorithm. The clusters would then be displayed on the map using folium library. Hence, business hotspots would be identified and location-wise data about top business activities would be generated. This will facilitate in opening any new business in the city of Delhi.