

Set Up a business in Indiranagar

CapstoneProject: TheBattleOfNeighborhoods

Intro

An entrepreneur is planning to setup a food and beverages business in Indiranagar, Bangalore. They have approached me to identify locations in and around the area where a business can be set up. The project should provide information about a specific location in Indiranagar which is of high interest among consumers and should also provide information about the type of services the business needs to provide to attract customers.

Data

The following Foursquare APIs were used to source the data

Foursquare API to search for venues- <https://developer.foursquare.com/docs/api/venues/search>

Foursquare API to get venue details - <https://developer.foursquare.com/docs/api/venues/details>

I also used Google search to find additional information about the location and venue details

Methodology

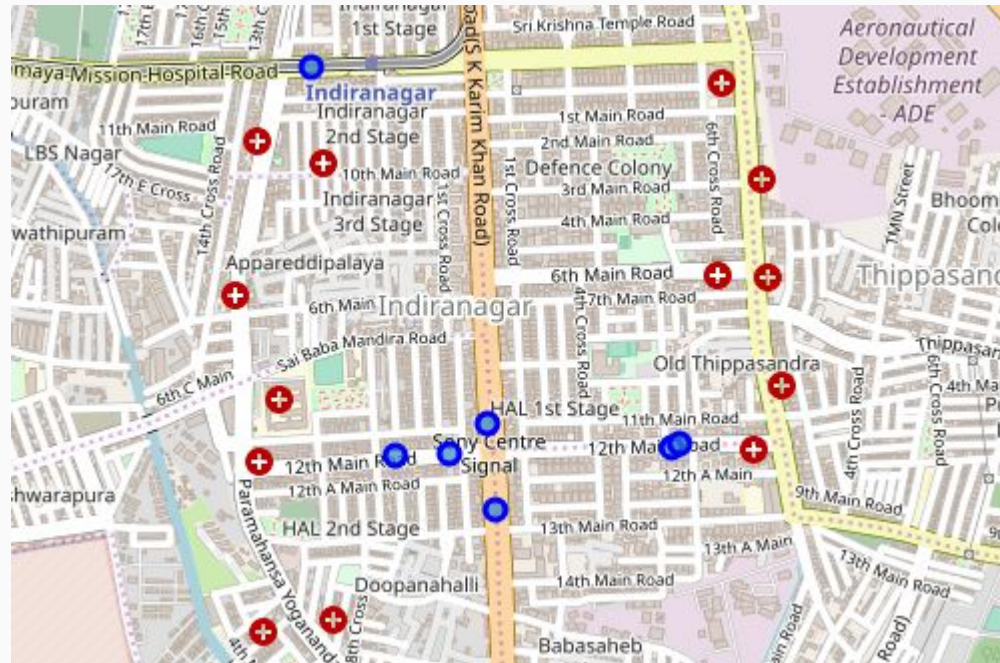
Step 1 - Understanding Foursquare API to search for Venues

Step 2 - Get details of all the values returned from Step 1

Step 3 - Exploratory Data Analysis , Discussion and Observations

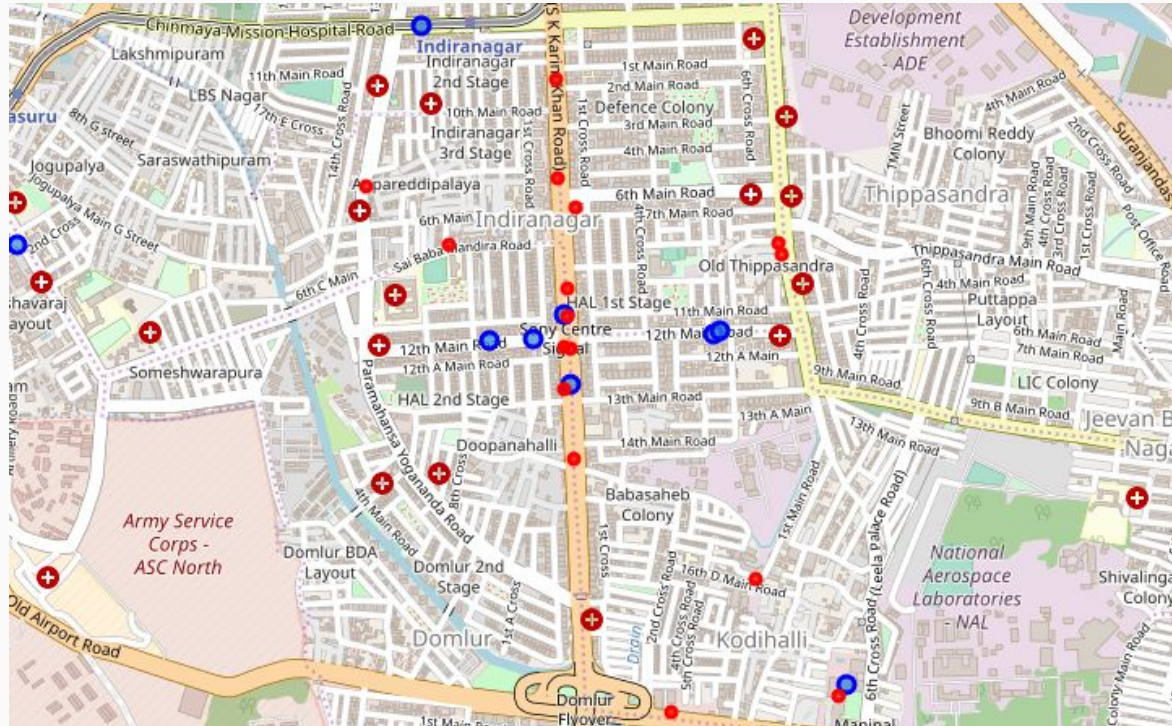
Observation and Inference 1

- Of the 30 odd venues analysed, only about 7 of them seem to be popular (blue dots)
- All these venues have a rating greater than 7 on Foursquare
- All these venues seem to be centered around Sony Center signal



Observation and Inference 2

- Of the 30 odd venues analysed, most of them are not popular among Foursquare users (marked in
- All these venues are also centered around Sony Center signal



What differentiates these venues?

A look at their categories

	name	categories	rating
0	Hotel Shalimar Bar and Restaurant	[{"id": "4bf58dd8d48988d116941735", "name": "B..."}]	7.5
3	Monkey Bar	[{"id": "4bf58dd8d48988d116941735", "name": "B..."}]	7.4
9	Retro Lounge Bar	[{"id": "4bf58dd8d48988d116941735", "name": "B..."}]	8.0
10	Chianti Ristorante & Wine Bar	[{"id": "4bf58dd8d48988d110941735", "name": "I..."}]	7.6
11	The Humming Tree - Music Venue and Bar	[{"id": "4bf58dd8d48988d1e5931735", "name": "M..."}]	7.9
13	Library Bar	[{"id": "4bf58dd8d48988d116941735", "name": "B..."}]	7.6
15	Monkey Bar	[{"id": "4bf58dd8d48988d11b941735", "name": "P..."}]	8.4

Interesting, most of the venues seems to be top of the line bars with the only exception being an Italian restaurant.

I searched Google for more information about the other venues. It appears that most of the venues are food and family kinda places. Few of the venues are also local bars where the local working class population would like to visit these venues usually do not have music or good ambience to relax/party. The working class population are not usually tech savvy and may not use applications like Foursquare hence we do not have much information about these venues.

Conclusion

From the visuals, searches and analysis we can conclude that folks in Bangalore would like to party where there is alcohol served along with music and a good ambience. Most of these venues seems to be centered around 'Sony Center Signal'.

Thanks!

Clement Francis

clement.mailme@gmail.com

