IBM Data Science Capstone Project

# Singapore Venues Cluster Analysis
## by Agratama Arfiano

## 1. Introduction

### a. Background

Singapore is a small country where the center of economic development in Southeast Asia happens, despite its limited land area. Urban Redevelopment Authority as a government agency that planned area zoning in all Singapore is rigid about how zoning area works. Therefore, the zoning area is relatively neatly arranged with a lot of raw data that publicly available on the internet.

### b. Business Problem

An international private commercial developer wants to expand their business to Singapore. Before they started to develop a new project, they want to do a comprehensive analysis on the property around Singapore and all the amenities that already available to support the development, while able to bring new unique amenities to those areas.

Taking into account the type of facilities at which the development will be done, the intent is to find a characteristic on certain areas for the development program to adapt to the surrounding facilities.

### c. Audience

While this project is addressed to the private developer, anyone who wants to start a business within Singapore could be benefitted from the analysis report that helped them to categorized what kind of business that common in the certain areas