**COURSERA CAPSTONE PROJECT**

**THE BATTLE OF THE NEIGHBOURHOODS-REPORT**

**Opening a new Indian Sweet Shop**

**in Delhi, India**

**Prepared by:** Akshat Kumar

**Place:** India

**INTRODUCTION: -**

When it comes to Indian Cuisine and food one thing cannot be overlooked is Indian’s love for Sweets. One can get a beautiful scene of colourful sweets in any Indian sweet shop. It’s not uncommon to see huge crowds at Sweet stores across the Country. And with the variety and sheer number of sweets available it's no wonder that it's such an important part of an Indian's lives.

Sweets are part of any Indian celebration or festivity of any kind. Sweets are a symbol of good gesture in India.

In the city like Delhi having a population of 1.9 crores (till 2012) it provides a great opportunity to open a new Indian sweet shop. But the question arises “where to open the new sweet shop”, so that we can get the maximum profits or benefits out of it.

**Business Problem**: -

The objective of this capstone project is to analyse and select the best locations that are available in Delhi, India to open a new Indian Sweet Shop .Using data science methodology and machine learning techniques like clustering, this project aims to provide solutions to answer the business question:- If someone who is looking to open a Sweet Shop in Delhi, India, what would be some best location available?

**Audience Interested in Project: -**

Sweet Shop chain owners, Businessman and some entrepreneurs would be interested in knowing the location in the city like Delhi, India which is densely populated and have a great scope to open a Sweet Shop and flourish them in near future. Also, all the people who are in food industry might also be interested in knowing location.

**DATA**

**Data Description: -**

In order to solve the problem, we will be needing the following data:

• List of neighbourhoods in Delhi. This defines the scope of this project which is confined to the city of Delhi, the capital city of the country India.

• Latitude and longitude coordinates of those neighbourhoods. This is required in order to plot the map and also to explore and get the venue data of the neighbourhoods.

• Venue data such as venue category or type and number of all such categories, particularly data related to sweet shop.We will use this data to perform clustering on the neighbourhoods.

**Data Source: -**

We will be taking the neighbourhoods of Delhi data available on the Wikipedia.

Link:<https://en.wikipedia.org/wiki/Neighbourhoods_of_Delhi>

We will be using the requests library of python in order to scrap the data and beautifulsoap to perform the parsing. For the sake of geographical coordinates of the neighbourhoods we will be using the geopy library.

For the purpose of exploring the neighbourhoods we will be using the foursquare API. Foursquare has one of the largest database of 105+ million places and is used by over 125,000 developers.