

INDIAN CITY BUSINESS OPPORTUNITY ANALYSIS

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INTRODUCTION

- Indian Government has taken some initiatives to attract foreign investments and make India a Manufacturing Hub.
- The Business Opportunity must be seized.
- Should get a Bird's eye view of the Business opportunities, competitions, strategic locations to make an impact.
- Many companies, business firms, individuals who are looking to start or expand a new business venture will be very much interested in this project.

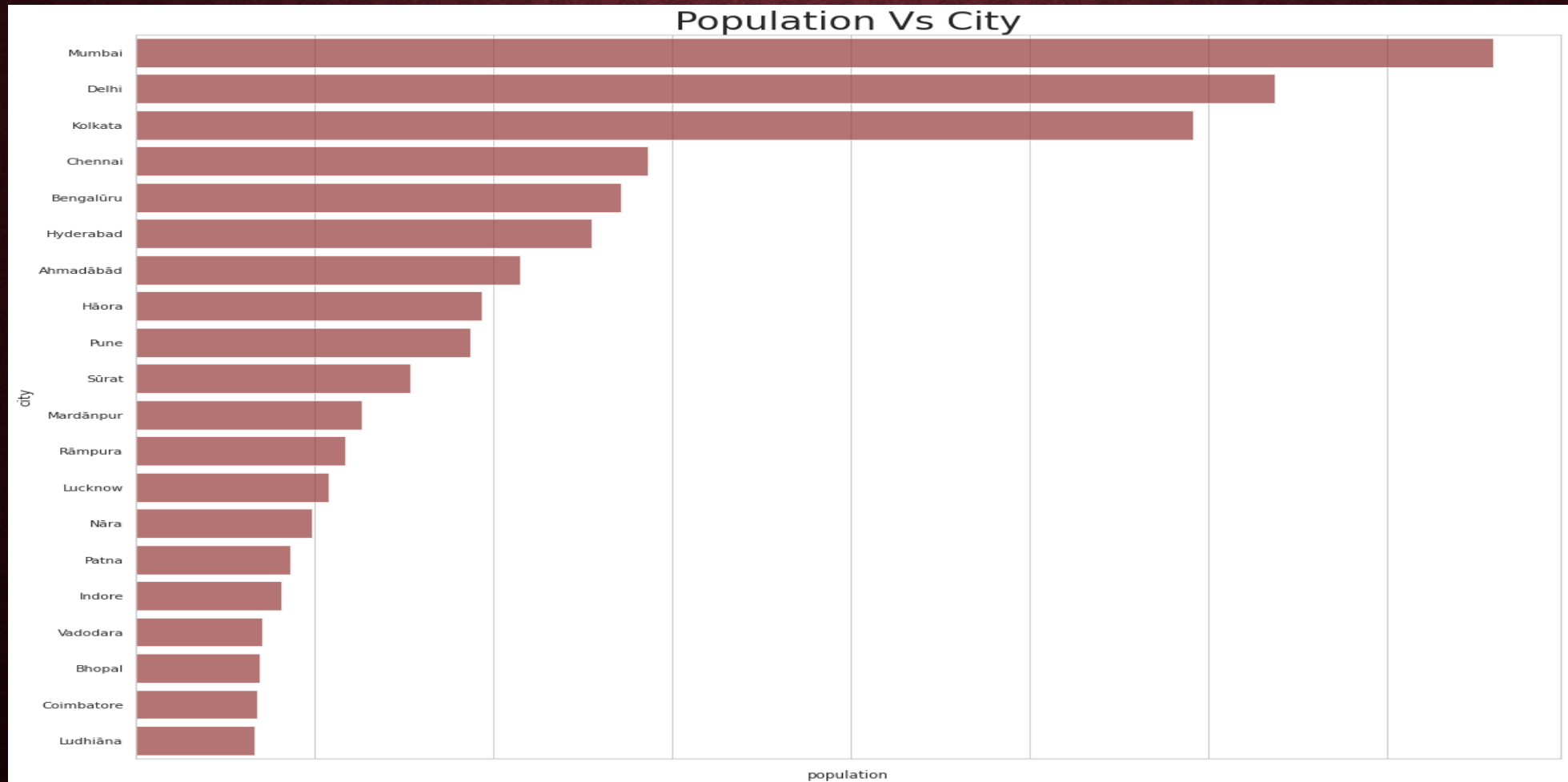
DATA ACQUISITION

- Data for this Project is mainly acquired from the following link
<https://simplemaps.com/data/in-cities>
- It provides a list of 213 cities, its locations, state and population.

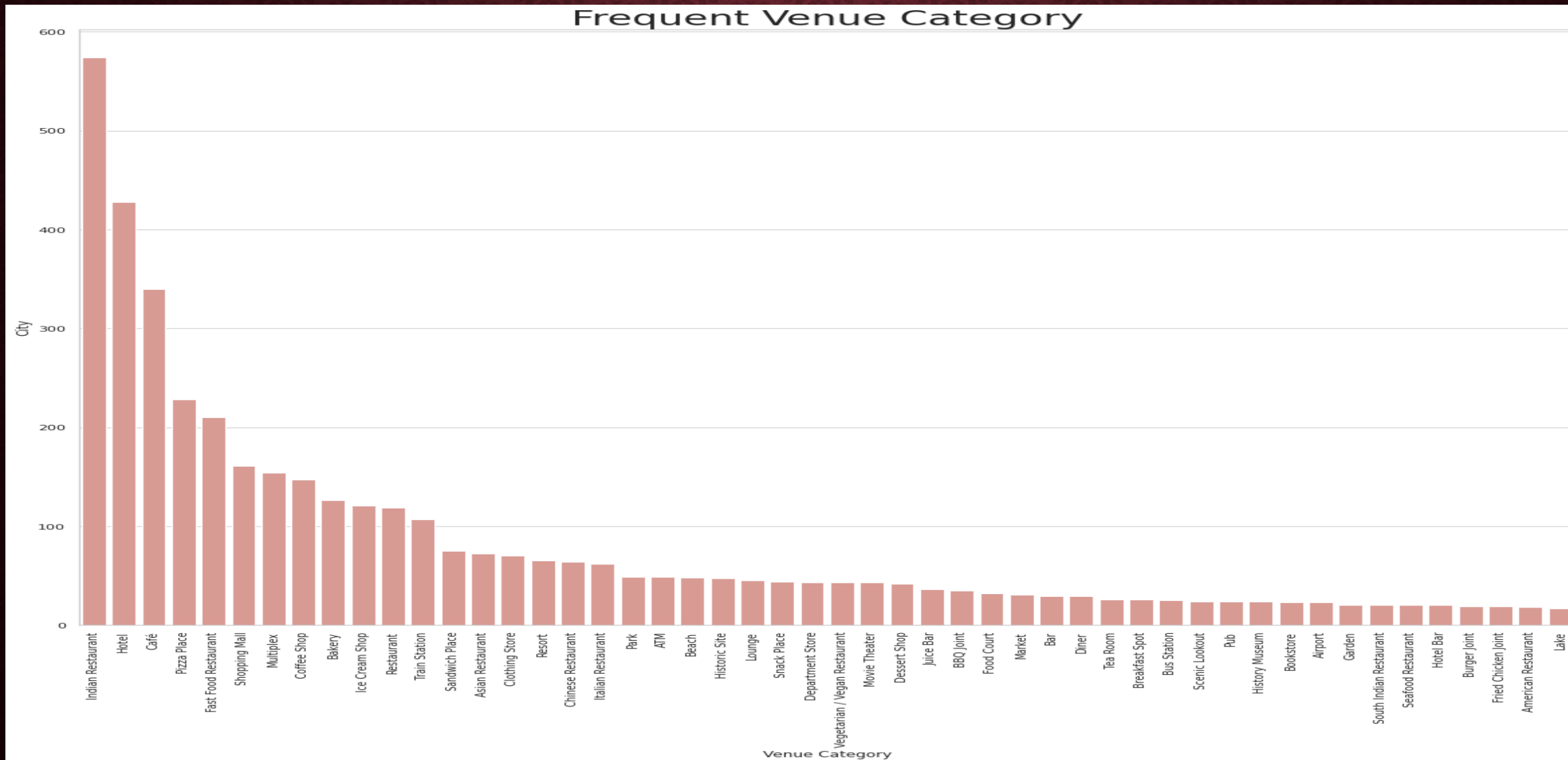
| city | lat | lng | country | iso2 | admin | capital | population | population_proper |
|------------|-----------|-----------|---------|------|----------------|---------|------------|-------------------|
| Mumbai | 18.987807 | 72.836447 | India | IN | Mahārāshtra | admin | 18978000 | 12691836 |
| Delhi | 28.651952 | 77.231495 | India | IN | Delhi | admin | 15926000 | 7633213 |
| Kolkata | 22.562627 | 88.363044 | India | IN | West Bengal | admin | 14787000 | 4631392 |
| Chennai | 13.084622 | 80.248357 | India | IN | Tamil Nādu | admin | 7163000 | 4328063 |
| Bengalūru | 12.977063 | 77.587106 | India | IN | Karnāṭaka | admin | 6787000 | 5104047 |
| Hyderabad | 17.384052 | 78.456355 | India | IN | Andhra Pradesh | admin | 6376000 | 3597816 |
| Ahmadābād | 23.025793 | 72.587265 | India | IN | Gujarāt | minor | 5375000 | 3719710 |
| Hāora | 22.576882 | 88.318566 | India | IN | West Bengal | | 4841638 | 1027672 |
| Pune | 18.513271 | 73.849852 | India | IN | Mahārāshtra | | 4672000 | 2935744 |
| Sūrat | 21.195944 | 72.830232 | India | IN | Gujarāt | | 3842000 | 2894504 |
| Mardānpur | 26.430066 | 80.267176 | India | IN | Uttar Pradesh | | 3162000 | 2823249 |
| Rāmpura | 26.884682 | 75.789336 | India | IN | Rājasthān | | 2917000 | 2711758 |
| Lucknow | 26.839281 | 80.923133 | India | IN | Uttar Pradesh | admin | 2695000 | 2472011 |
| Nāra | 21.203096 | 79.089284 | India | IN | Mahārāshtra | | 2454000 | 2228018 |
| Patna | 25.615379 | 85.101027 | India | IN | Bihār | admin | 2158000 | 1599920 |
| Indore | 22.717736 | 75.85859 | India | IN | Madhya Pradesh | | 2026000 | 1837041 |
| Vadodara | 22.299405 | 73.208119 | India | IN | Gujarāt | | 1756000 | 1409476 |
| Bhopal | 23.254688 | 77.402892 | India | IN | Madhya Pradesh | admin | 1727000 | 1599914 |
| Coimbatore | 11.005547 | 76.966122 | India | IN | Tamil Nādu | | 1696000 | 959823 |
| Ludhiāna | 30.912042 | 75.853789 | India | IN | Punjab | | 1649000 | 1545368 |

METHODOLOGY

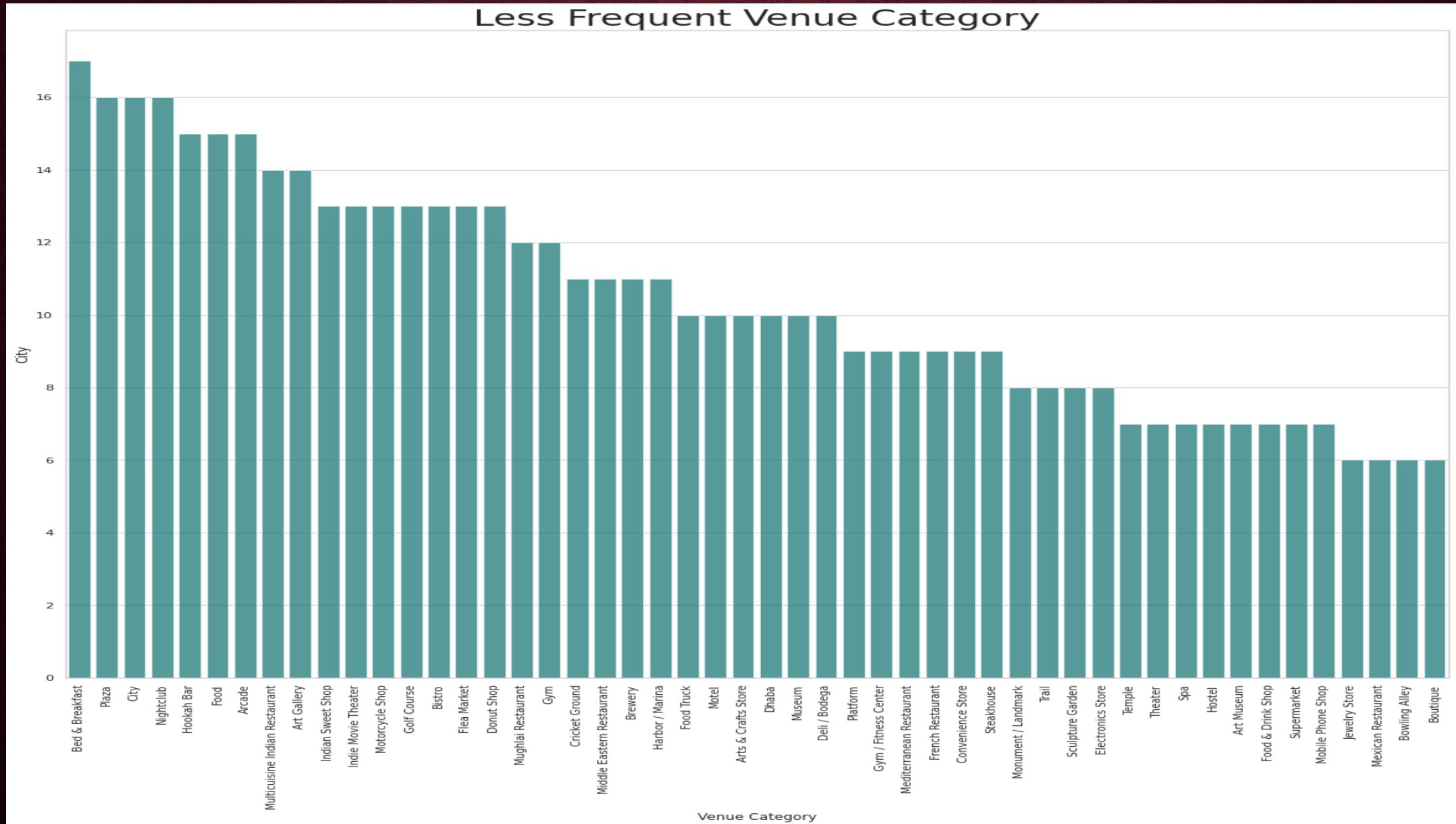
- **General Comparison between Cities based on its Population**



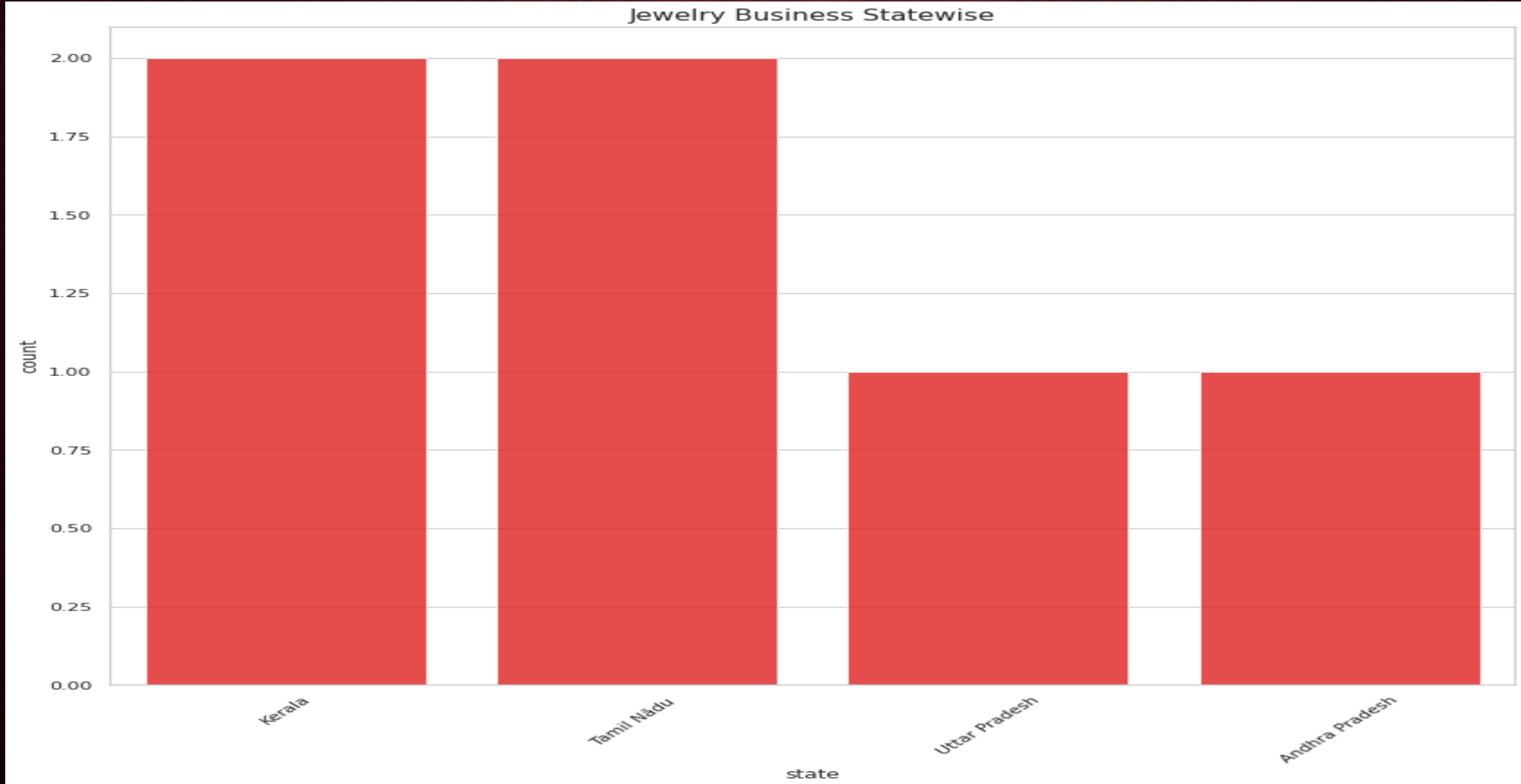
- **Venue Category Analysis**
 - **More Frequent Venue Categories**



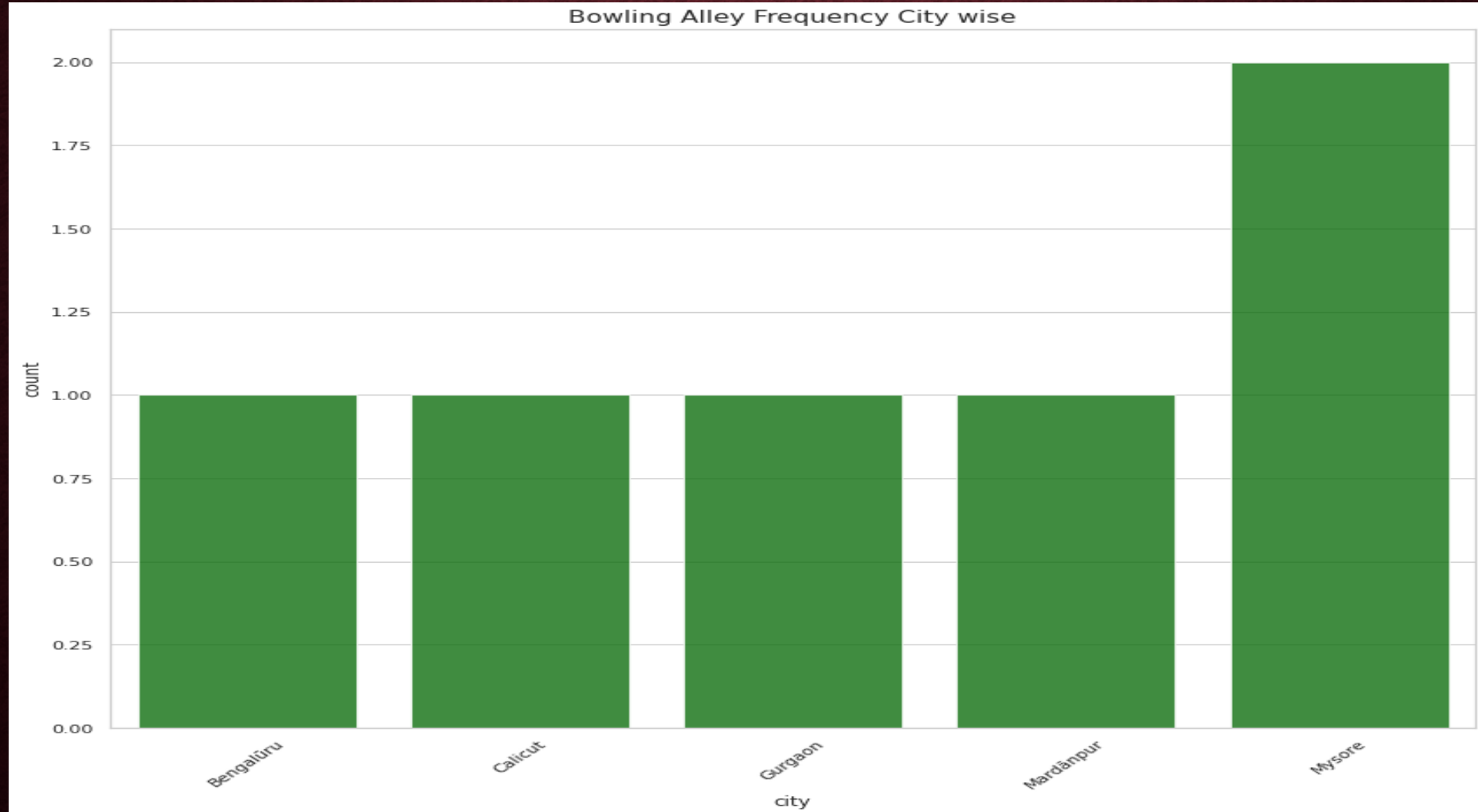
- **Less Frequent Venue Categories – Our Business Opportunities**



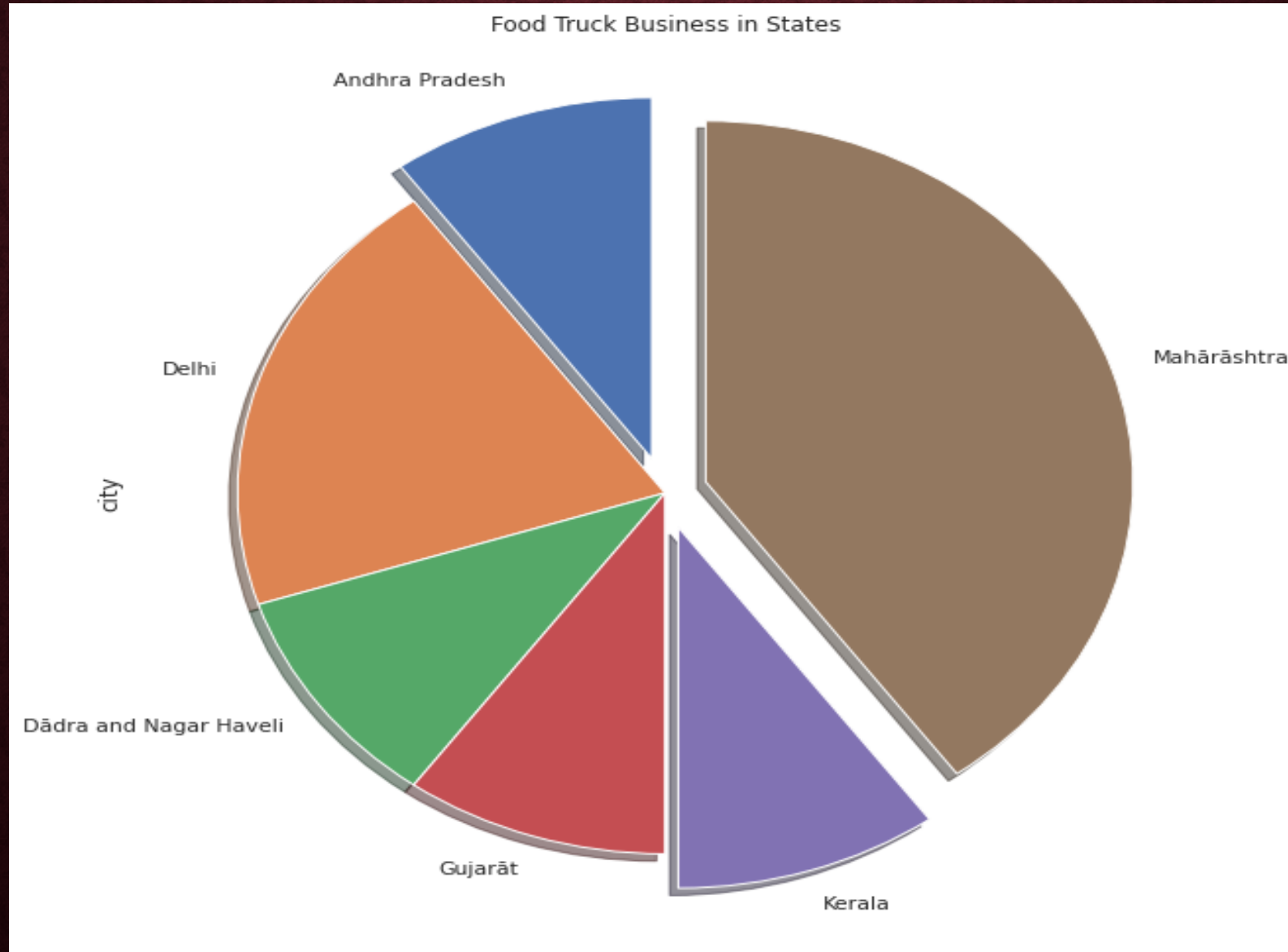
- We have analysed the above plot and found some business opportunities which we will investigate further.
 - Jewellery Business State wise Comparison



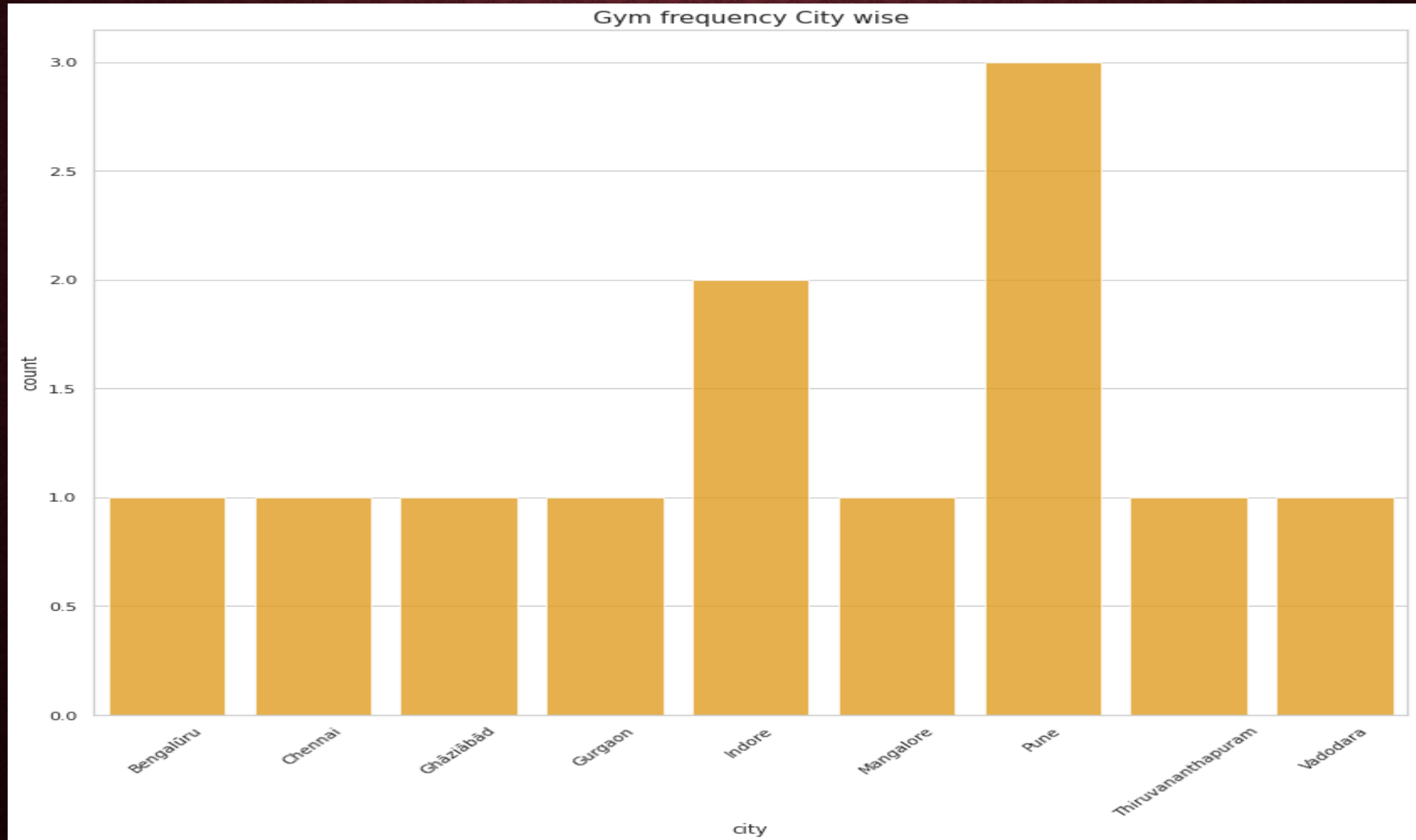
- Bowling Alley Business



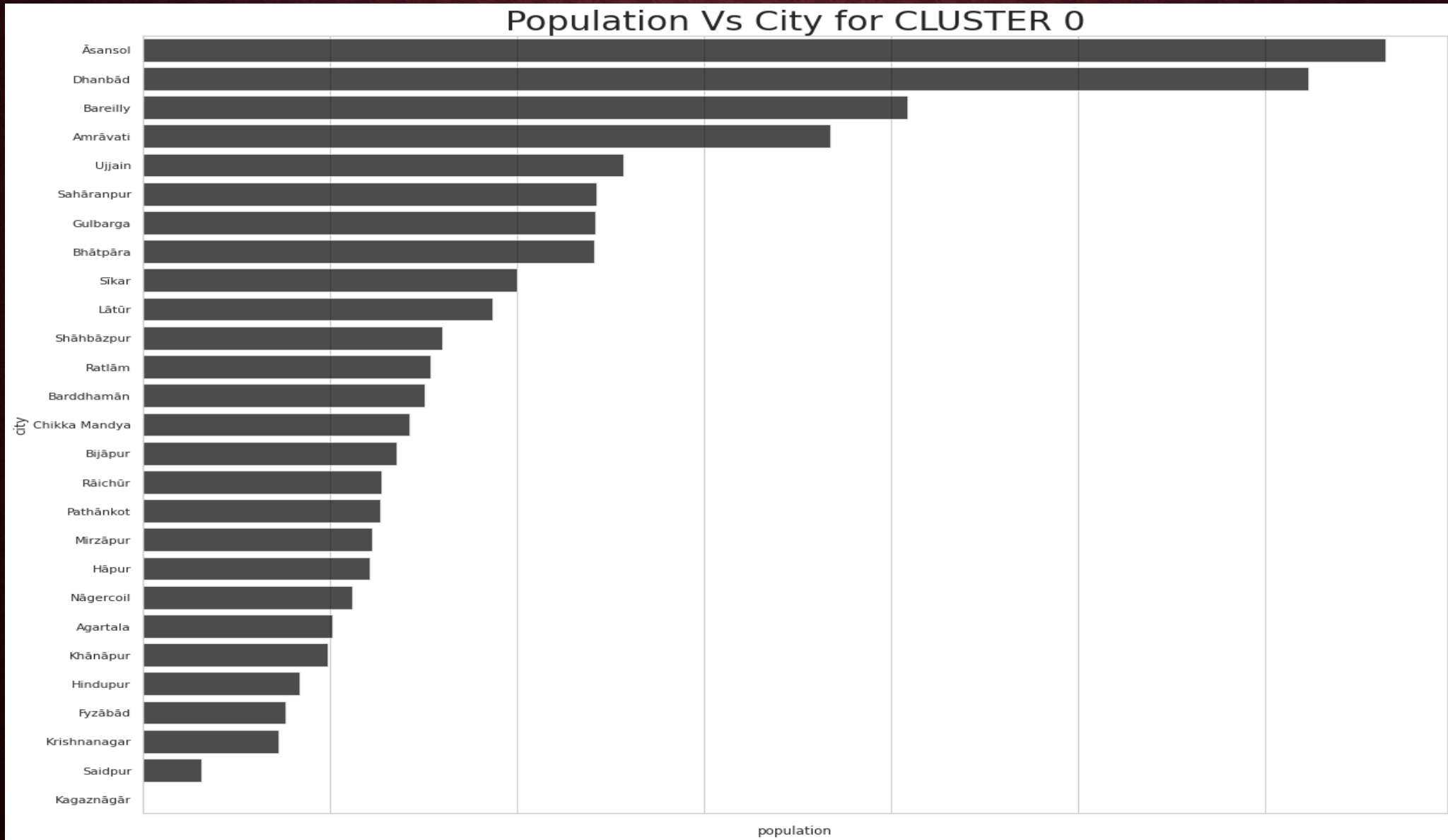
- Food Truck Business



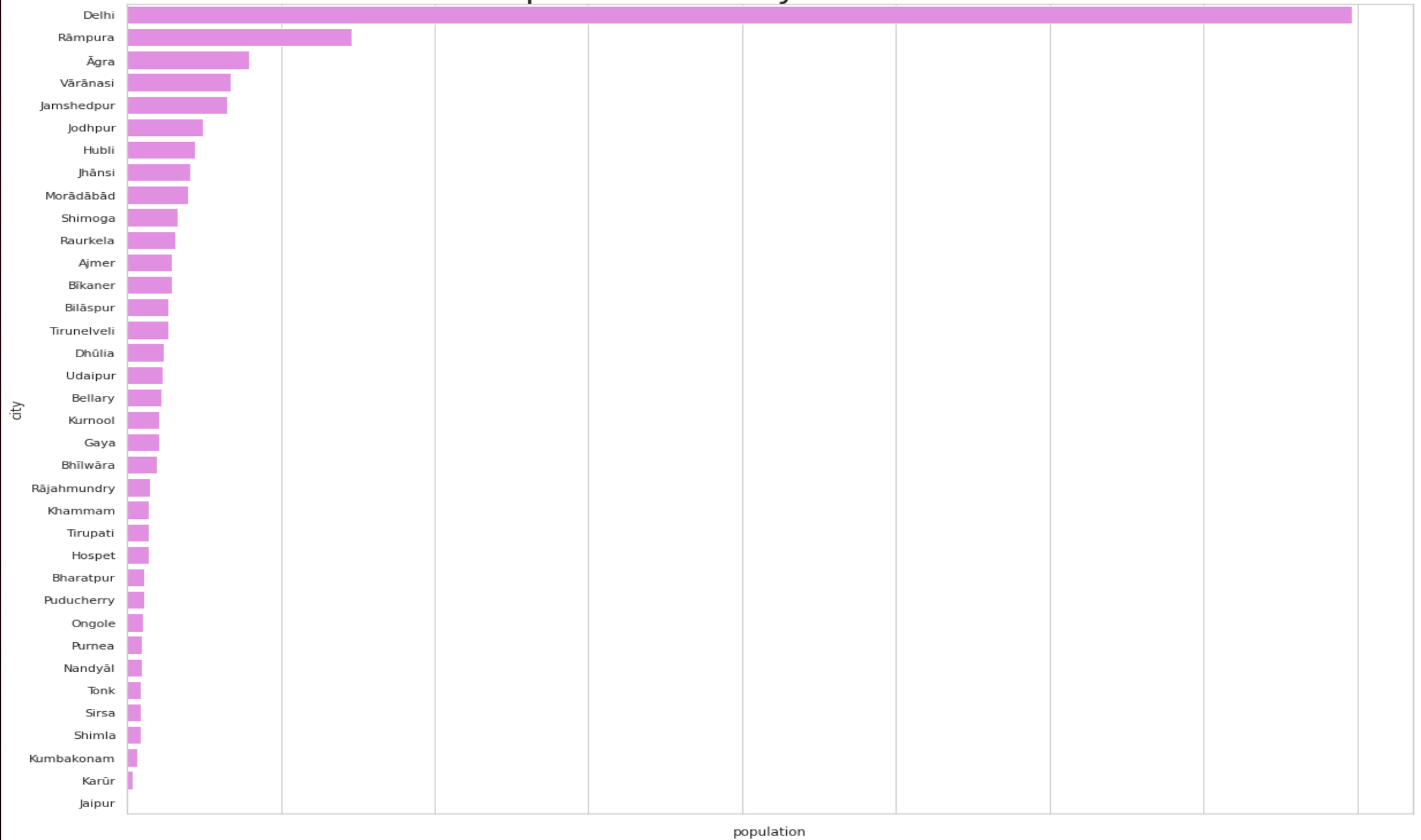
- Physical Training Business – City Wise Comparison



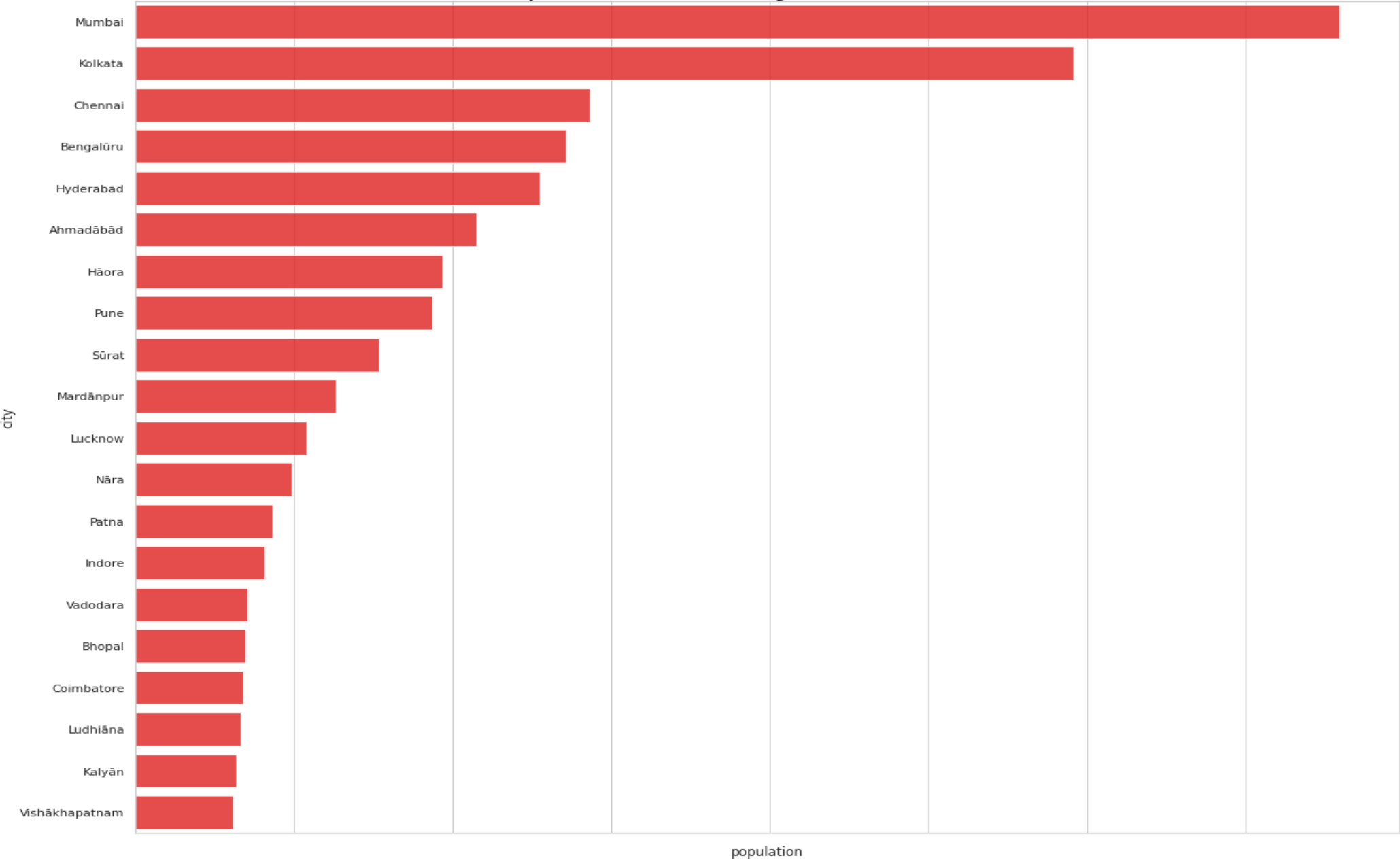
- City clustering using K means Clustering



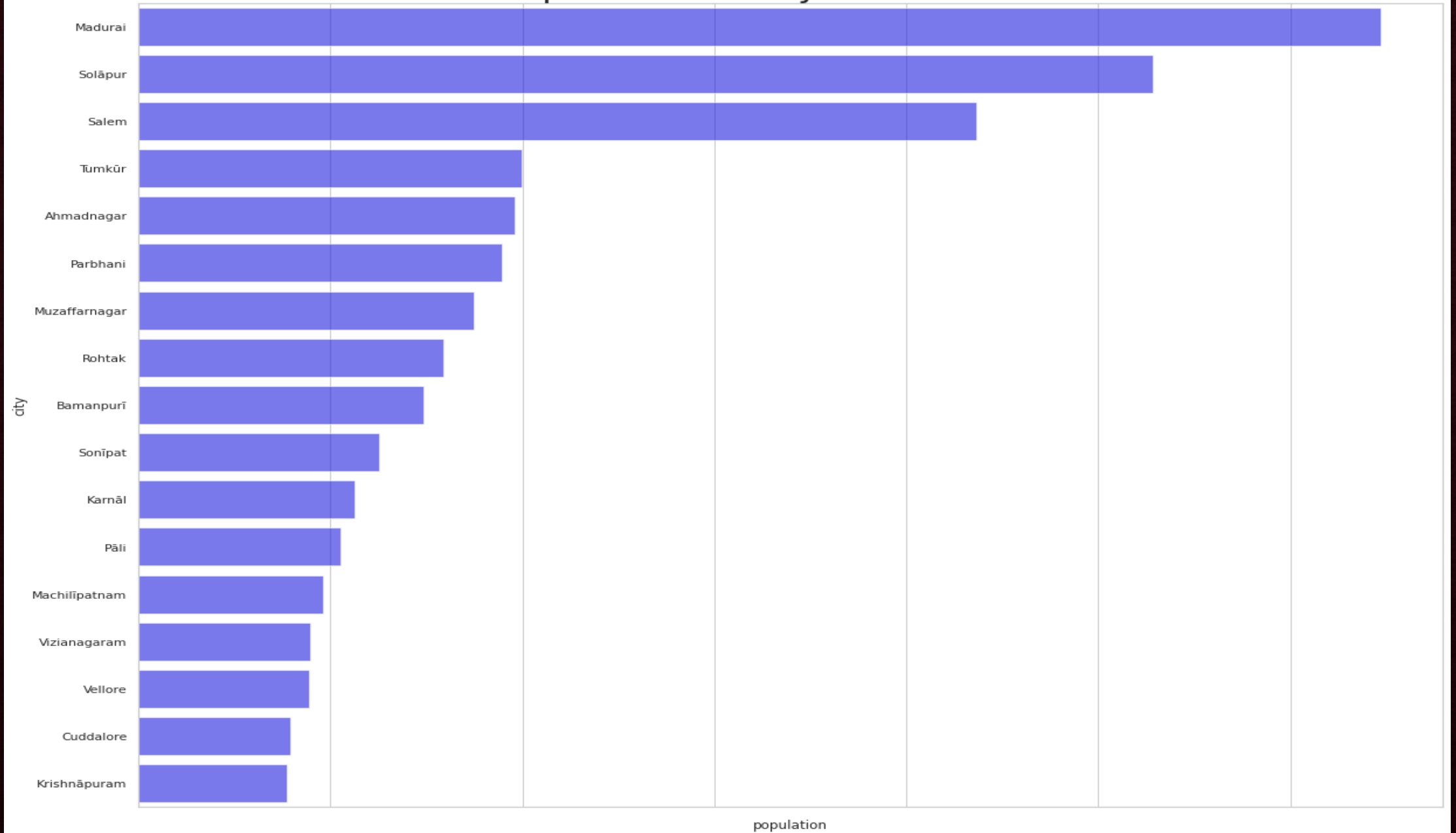
Population Vs City for CLUSTER 1



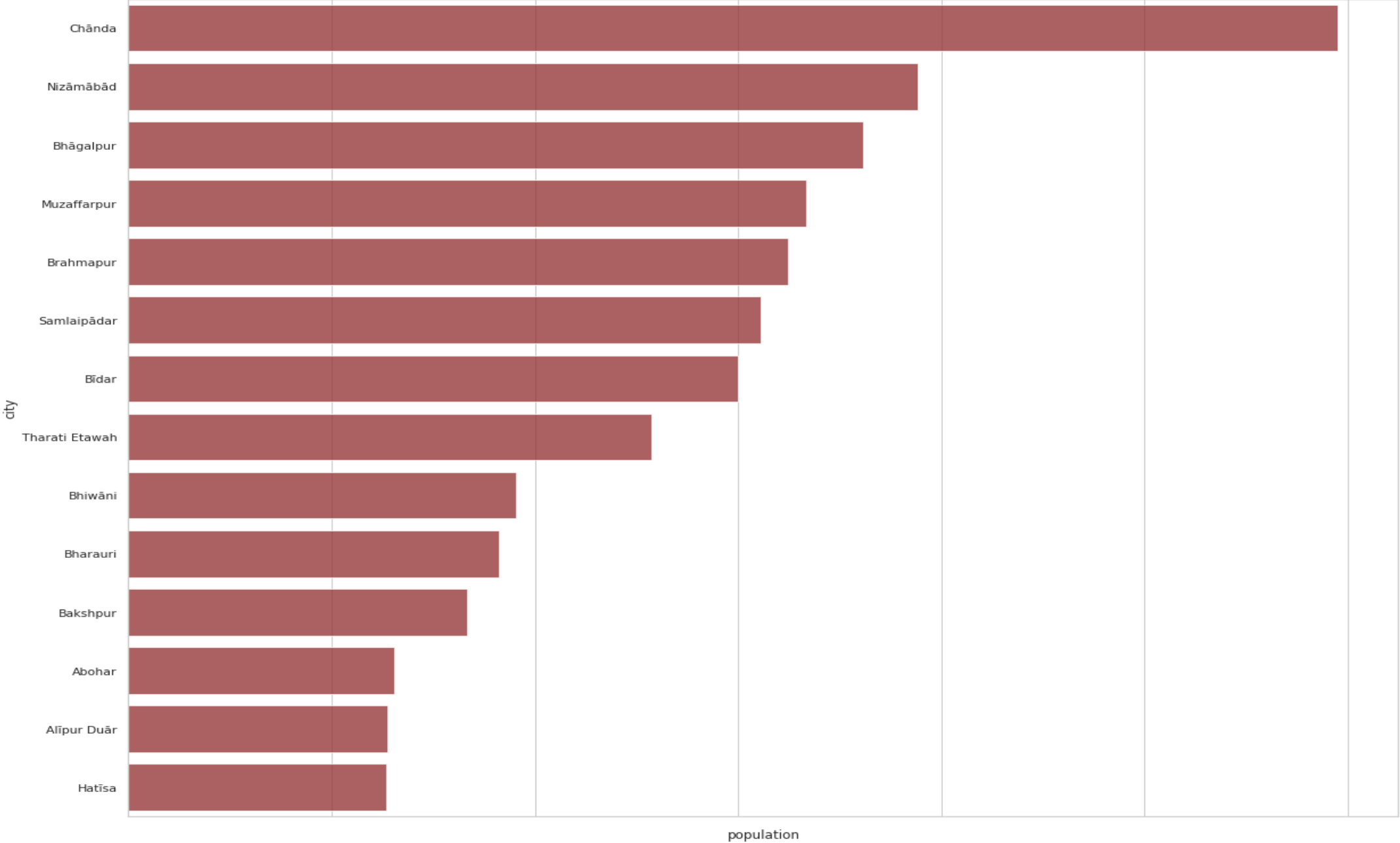
Population Vs City for CLUSTER 2



Population Vs City for CLUSTER 3



Population Vs City for CLUSTER 4



RESULT

- By analysing the foursquare data, we found some of the valuable insights into many different opportunities .
- We have analysed the Jewellery business, Bowling Alley, Gym and Food truck business.
- The analysed business can be implemented in different cities which belong to the same cluster and based on their population density.

CONCLUSION

- The base data along with the foursquare data have been analysed in order to find some very interesting insights which will be very useful for the business firms.
- Seize the opportunity when it comes and make the best use if it.

THANK YOU !