



Applied Data Science Capstone

Coursera/IBM

Description of the problem:

In this project, we will start a new business in Istanbul. For this, I chose the cennet district, which is centrally located in Istanbul and is very close to the airport. During this pandemic period, people find it difficult to find a place to eat and take their meals, as the dining venues are also closed.



Therefore, we need to choose a place close to the parks so that we do not sink the place as we opened it. Being close to parks will also be frequented by people who are hungry or want to drink while doing sports or walking, when the pandemic is over. One of the biggest factors in choosing this neighborhood is the high population of the district and its good location.





Background

Istanbul is the most populous and largest city in Europe. The citizens are generally very social and active.



- We need to choose a region close to the parks
- We need to choose a reasonable business so that we can do business

CENNET

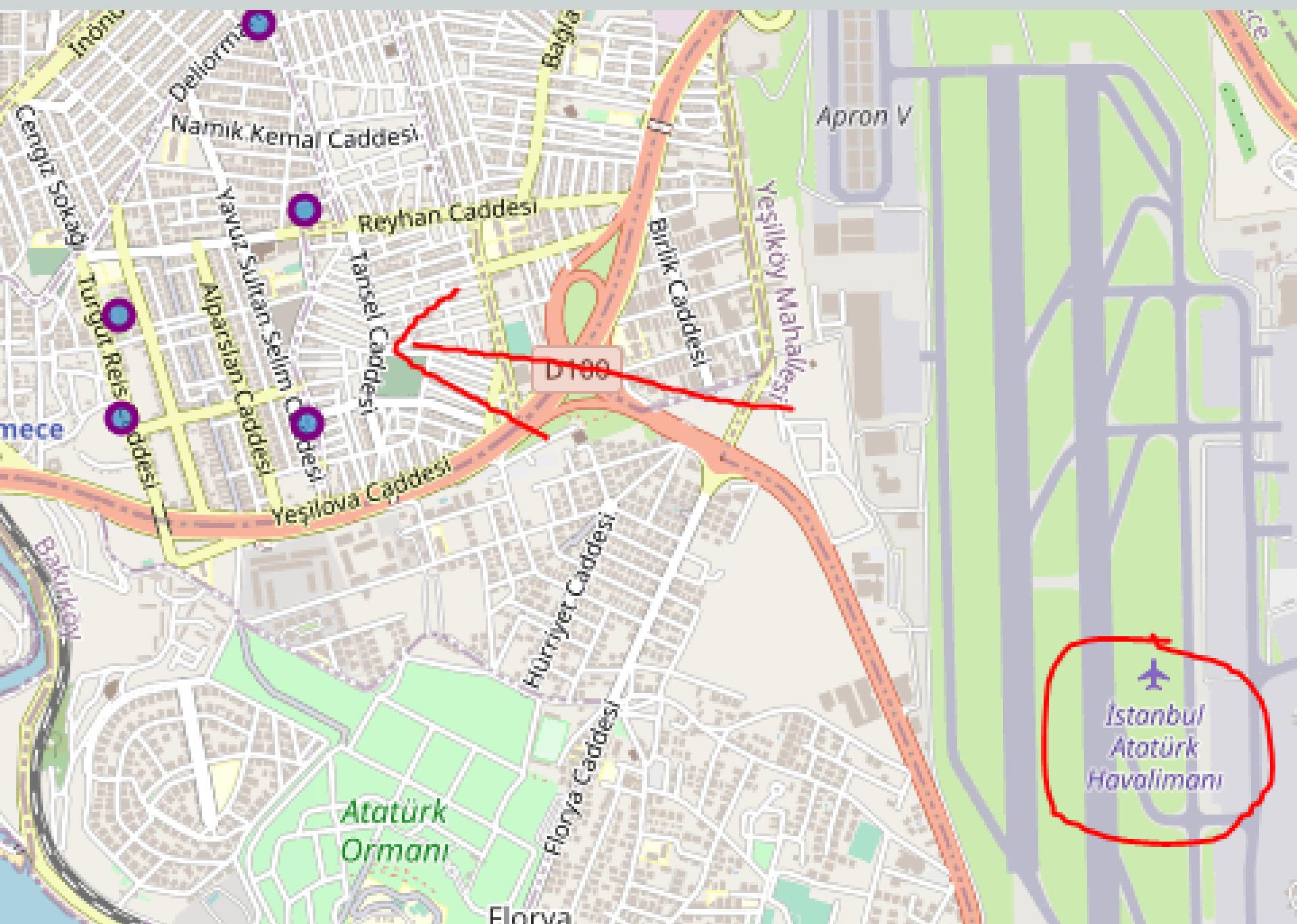
I chose this
neighborhood
as a result of
my research.



A location close to the
airport.



A crowded population.



Location of the neighborhood

DATA PREPARATION

	Park Name	Longitude	Latitude	Neighborhood	District	Population
415	Park	28.777941	40.990422	CENNET	KÜÇÜKÇEKMECE	470676
445	Şair Nedim Parkı	28.782378	40.997410	CENNET	KÜÇÜKÇEKMECE	470676
448	Antikalar Parkı	28.777961	40.987920	CENNET	KÜÇÜKÇEKMECE	470676
450	Şehit Gaffar Okkan Parkı	28.783892	40.987823	CENNET	KÜÇÜKÇEKMECE	470676
472	Sevgi Park	28.783837	40.992913	CENNET	KÜÇÜKÇEKMECE	470676

As you can see, we have listed the parks in the neighborhood we have chosen.



Business Types

Then we listed a few businesses in the neighborhood.



	name	categories	lat	lng
0	Kokorecci Yunus Usta	Turkish Restaurant	40.995537	28.777050
1	Mine Tan Butik	Boutique	40.996096	28.776037
2	Karadeniz Balık Evi Tepeüstü	Seafood Restaurant	40.999207	28.779646
3	Redd's House	Café	40.997409	28.781884
4	Loca 7/24 Fitness Club	Gym / Fitness Center	40.995475	28.774453

	Neighborhood	Neighborhood Latitude	Neighborhood Longitude	Venue	Venue Latitude	Venue Longitude	Venue Category
0	CENNET	40.990422	28.777941	Fatih Usta'nın Yeri (Şifa Çorbacısı)	40.990058	28.777404	Restaurant
1	CENNET	40.990422	28.777941	Şardan Roma Dondurmacısı	40.991024	28.779626	Ice Cream Shop
2	CENNET	40.990422	28.777941	Seven Pilates Studio	40.990159	28.780435	Pilates Studio
3	CENNET	40.990422	28.777941	Legno House Coffee	40.990484	28.779782	Café
4	CENNET	40.990422	28.777941	İkinci Bahar Cafe&Restaurant	40.990746	28.778551	Café

01

Business types
close to our parks

02

We can see the restaurants,
coffee shops and the cafés

-----CENNET-----

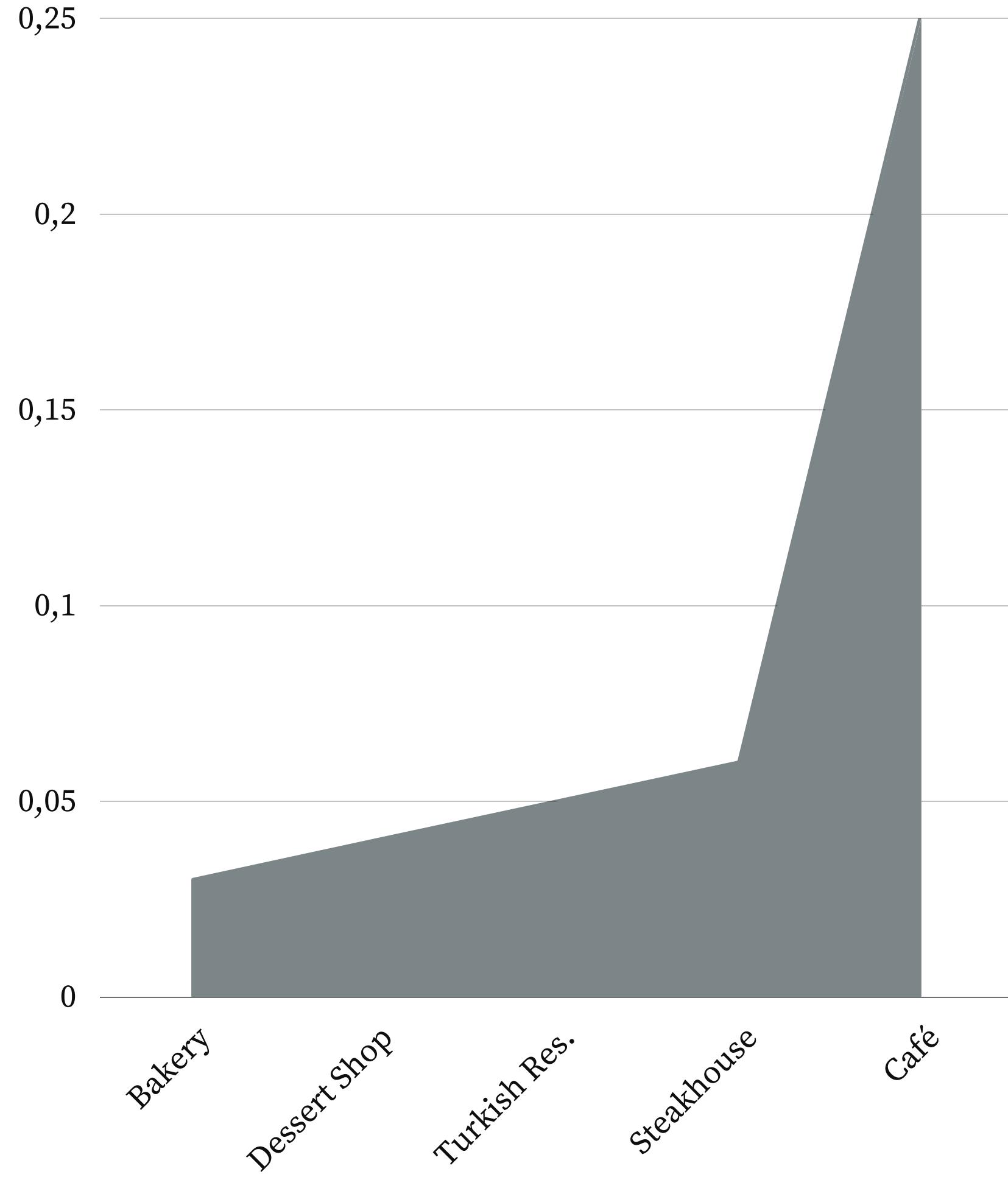
	venue	freq
0	Café	0.25
1	Dessert Shop	0.06
2	Turkish Restaurant	0.05
3	Steakhouse	0.04
4	Bakery	0.03

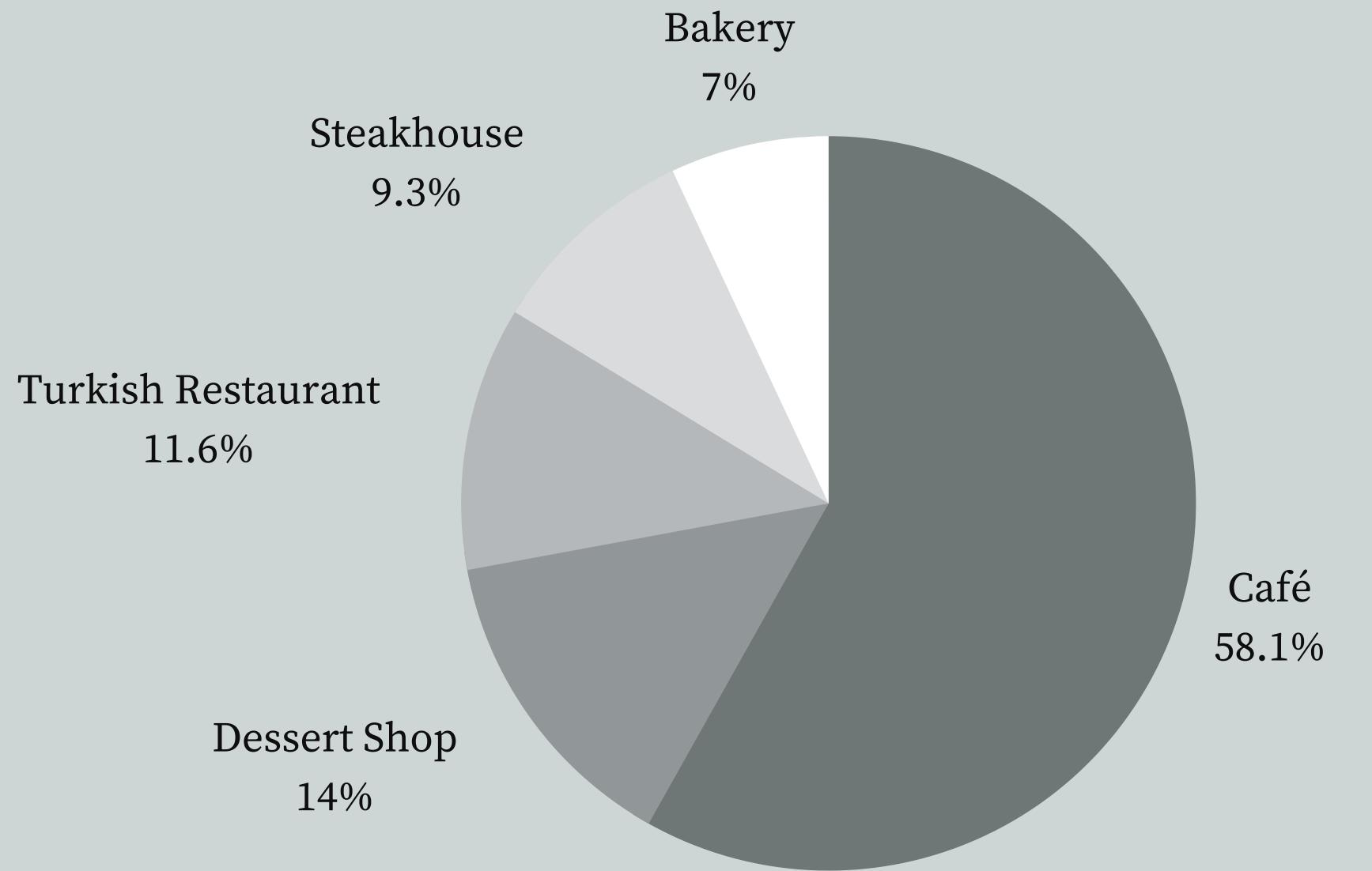
Top five venue types and their weights

Neighborhood	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Most Common Venue	7th Most Common Venue	8th Most Common Venue	9th Most Common Venue	10th Most Common Venue	
0	CENNET	Café	Dessert Shop	Turkish Restaurant	Steakhouse	Bakery	Coffee Shop	Gym	Restaurant	Soup Place	Burger Joint

and top ten common venue types

Let's show the
results with a
graphic





And a pie chart
also

Conclusion

- You can choose the one of the common venue types and start your business
- A café or a dessert shop will much profitable
- Or you can start a restaurant business

It's up to you...