

Applied Data Science Capstone

COURSERA / IBM

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Introduction

In this project, we will start a new business in Istanbul. People who want start a business will be interested in this Project. 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.

Data

I used the data I received from the municipality of Istanbul regarding this. There were a total of 6 columns in the 2 data I used. these columns are;

Park Name, Longitude, Latitude, Neighborhood, District, Population

I also use data from foursquare api.

I used park coordination and population data to solve the problem.

Data:

<https://data.ibb.gov.tr/en/dataset/2019-yili-park-bahce-ve-yesil-alan-verileri>

<https://data.ibb.gov.tr/en/dataset/belediye-nufuslari-veri-seti>

Methodology

Clustering Approach

Using K-Means Clustering Approach

Most Common venues near Neighborhood

Results

Istanbul is the most populous and largest city in Europe.

The citizens are generally very social and active.

I have reached the conclusion that a business is established on the food sector
with what we have.

Discussion

The goal of this project was to help people who want start a business in this city.

We have determined a district and a neighborhood in this regard. Then we learned what type of businesses they were by identifying and using our data, selecting businesses close to the parks here. We have reached our results in various ways such as Foursquare api and machine learning.

Conclusion

It is a project that will help people who will start a business in this field.

According to our results, there are generally cafes, restaurants and dessert shops close to the parks in this neighborhood. If a business idea is chosen in these areas, I find it likely to be successful.