Predicting places to live in New Jersey based on food habits

Coursera Capstone project presentation
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Predicting places to live based on food habits

- Problem
  - Expats struggle to find good places to eat Indian food
  - Affects accommodation and commute leading to frequent changes in accommodation

- What can be done
  - Figure out a way to segregate location clusters based on food choices

- Outcome
  - Better decision making in finalization of accommodation
  - Satisfy palate
  - Lower down out of Pocket spend cause due to accommodation changes

Data Strategy

- Focus on Edison , NJ as epicenter
- Use of foursquare search and user services
- Feature selection based on service response (30 samples and 8 features)
- Approach
  - Use Place id , place name , latitude , longitude from foursquare search api response
  - Clean up search api response to capture category name
  - Use # of likes for each user from foursquare user api response
  - Combine user api response and search api response to create dataframe for analysis

Exploration (Visualizations are in appendix)

- Visualization of food joint density vs latitude and longitude
  Insight : Higher density of food joints near location (40.75,-73.9)

- Visualization of restaurant categories
  Insight1 : query returned some categories which are not tagged with Indian restaurants
  Insight2 : Food trucks are second most visited food joint
  Insight3 : Indians are fond of Pizza and Hookah bars

- Visualization of restaurants popularity based on likes
  Insight1 : South Indian and North Indian foods are most liked food joints
  Insight2 : Food trucks do not have much likes
  Insight3 : Asian food market is the most liked grocery store

Clustering

- **Modeling introduction**

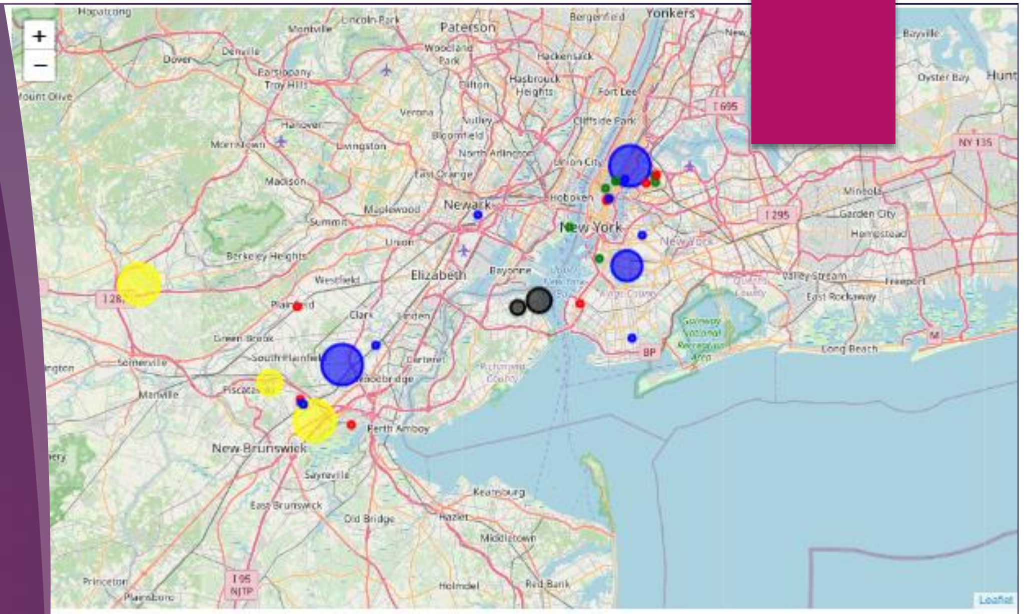
  Size of the circle is directly proportional to the # likes for a restaurant

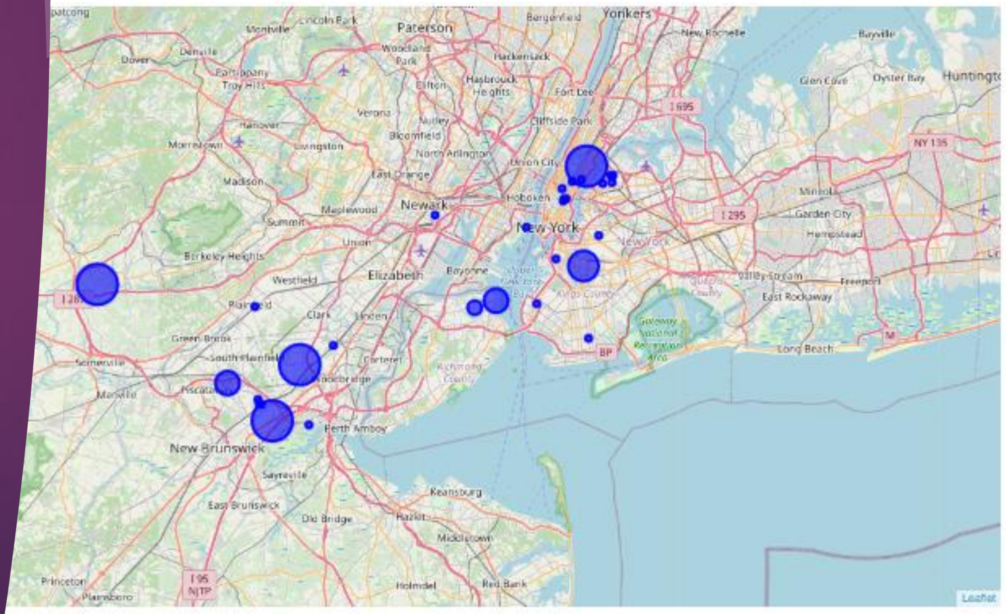
  Clusters created based on location and likes

  5 clusters for appropriate visualizations

- **Conclusion**

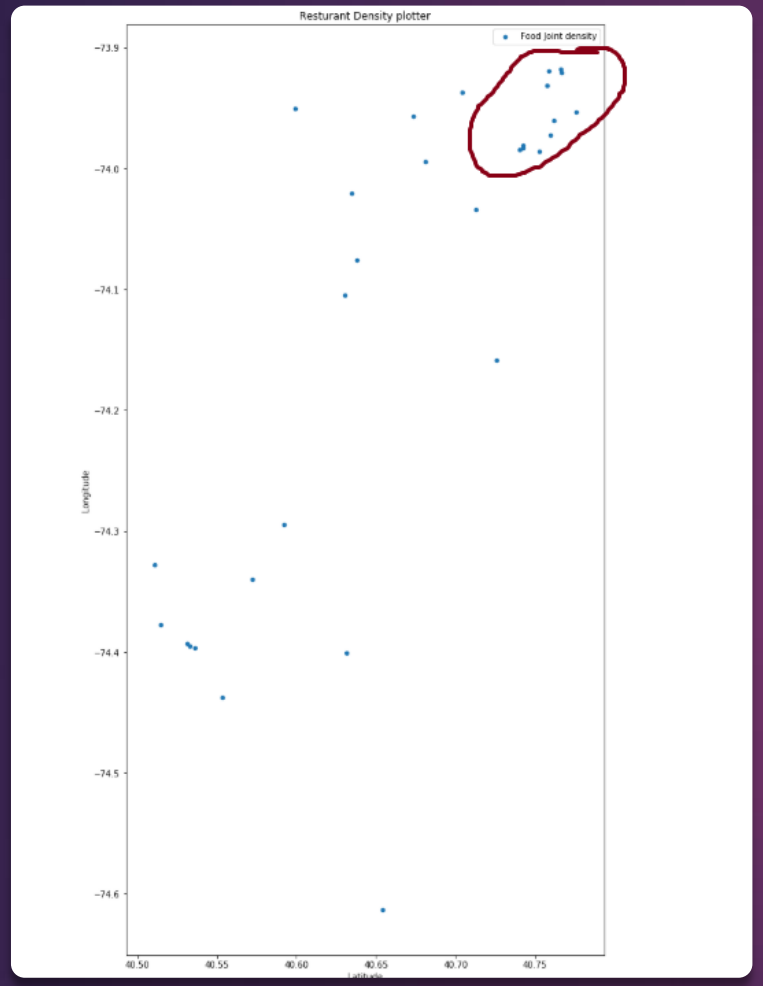
  Oak Tree Road and Kings county are best places to have Indian Food



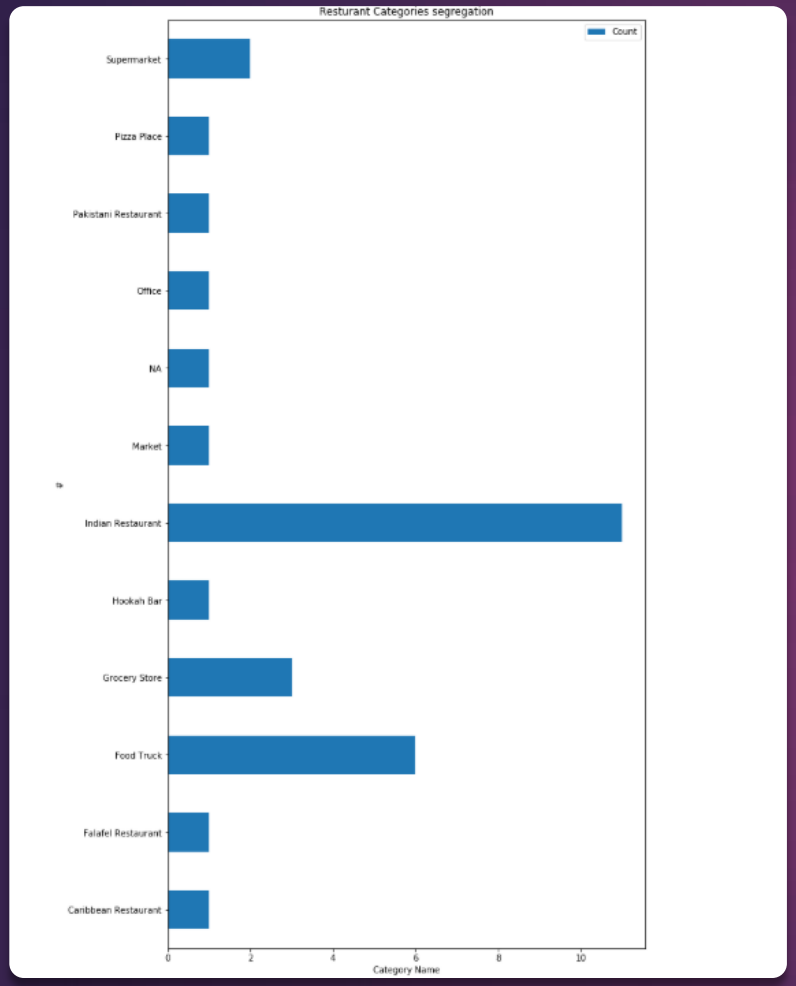


Thank you

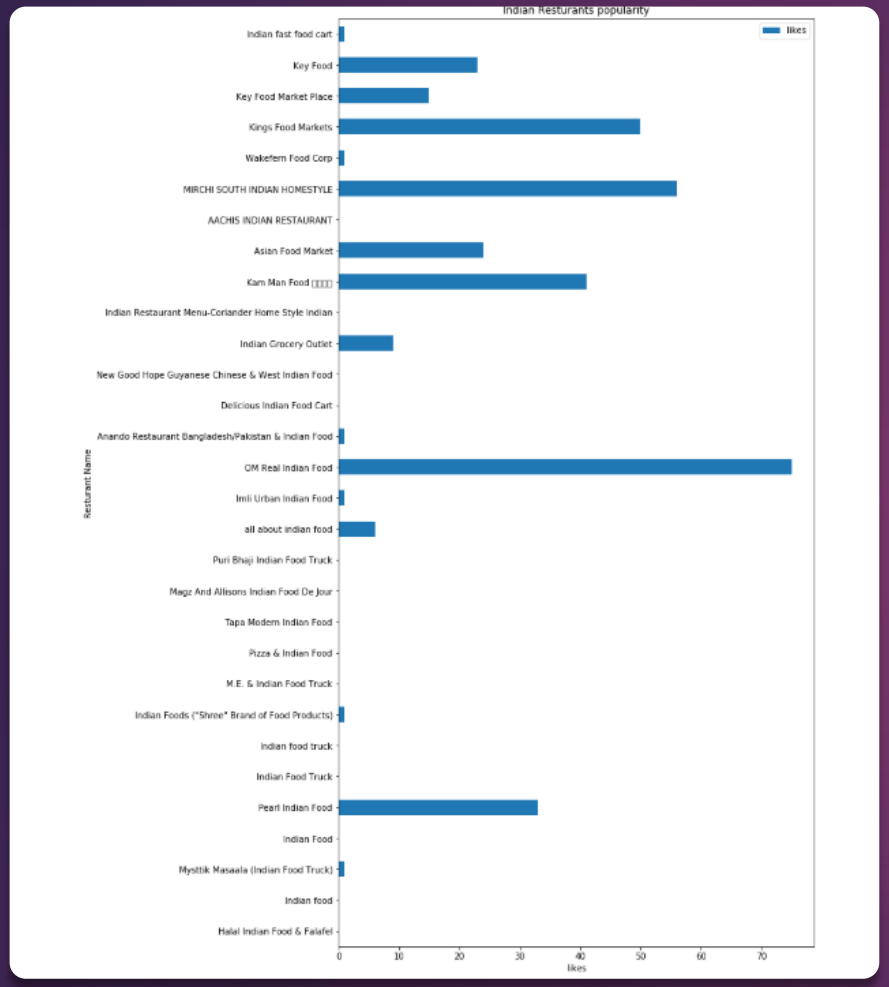
Appendix



Visualization of food joint density vs latitude and longitude



Visualization of restaurant categories



Visualization of restaurants popularity based on likes