
ANALYSING THE DISTRICTS OF SINGAPORE

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WHY SINGAPORE

- Singapore attracts over **three times its entire population** in tourists every year. (~20 million)
- Singapore has an equatorial climate, having favourable weather throughout the year.
- It is home to various attractions like Disneyland, Universal Studios, Singapore Zoo and Night Safari among others.

DATA GATHERING AND CLEANING

→ **Districts of Singapore**

https://en.wikipedia.org/wiki/Postal_codes_in_Singapore

→ **Hotel Data**

<https://data.gov.sg/dataset/hotels>

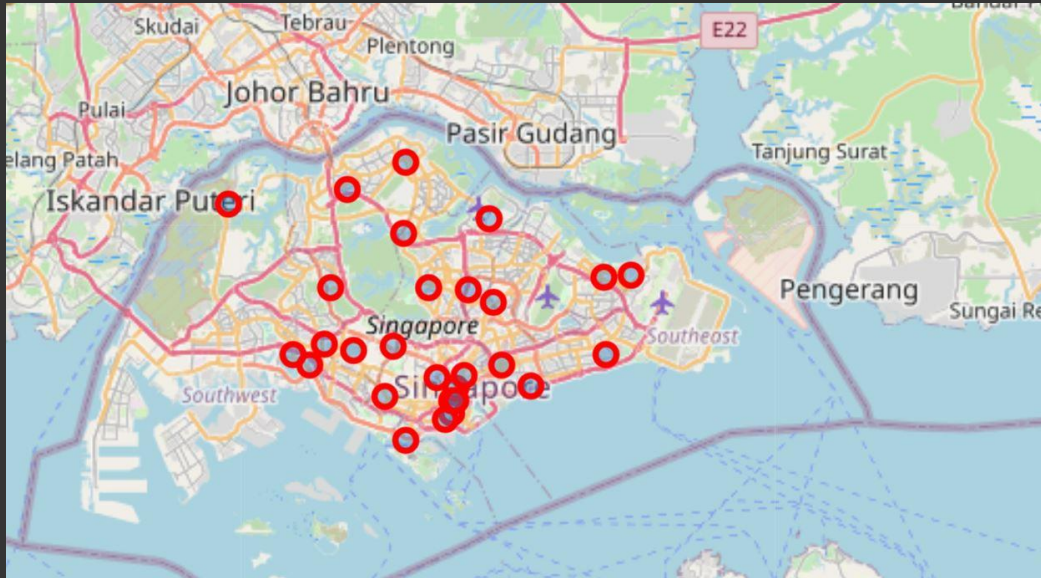
→ **Tourist Attractions**

<https://www.thrillophilia.com/places-to-visit-in-singapore>

→ **Popular venues in each district**

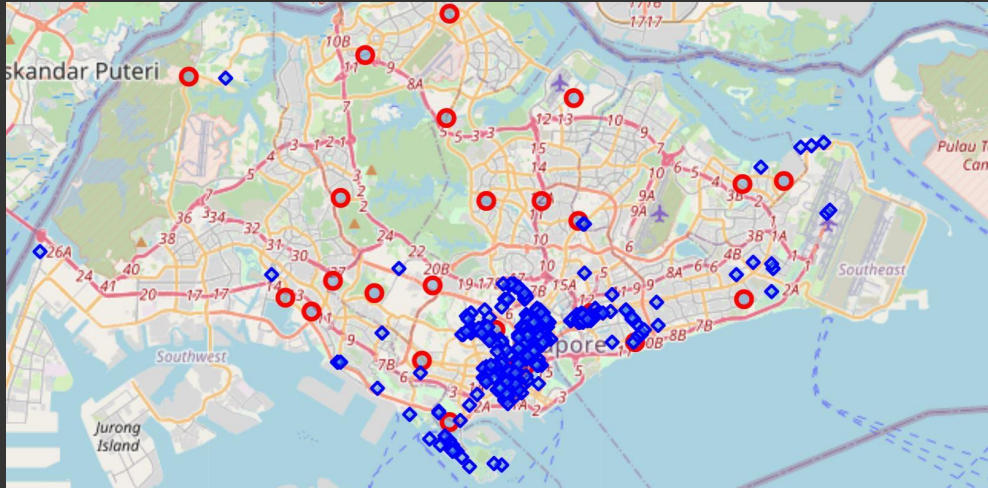
Foursquare API

Plotting the districts



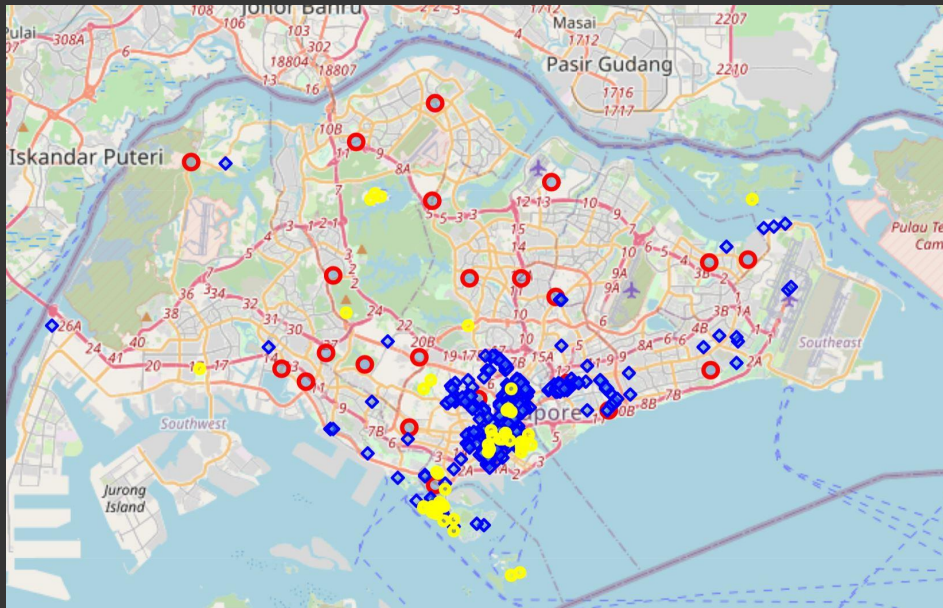
There are 28 districts in Singapore, spread pretty evenly.

Plotting the hotels



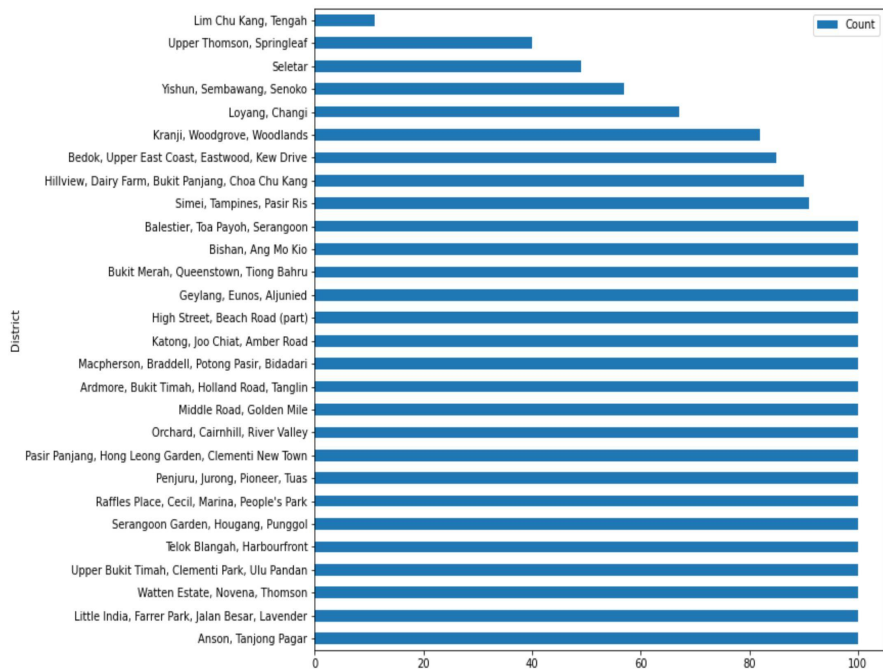
Most of the hotels are concentrated around the South, but why??

Plotting the Attractions



The cluster of hotels around the South can be explained by the high number of tourist attractions over there.

Some districts are more developed than others.

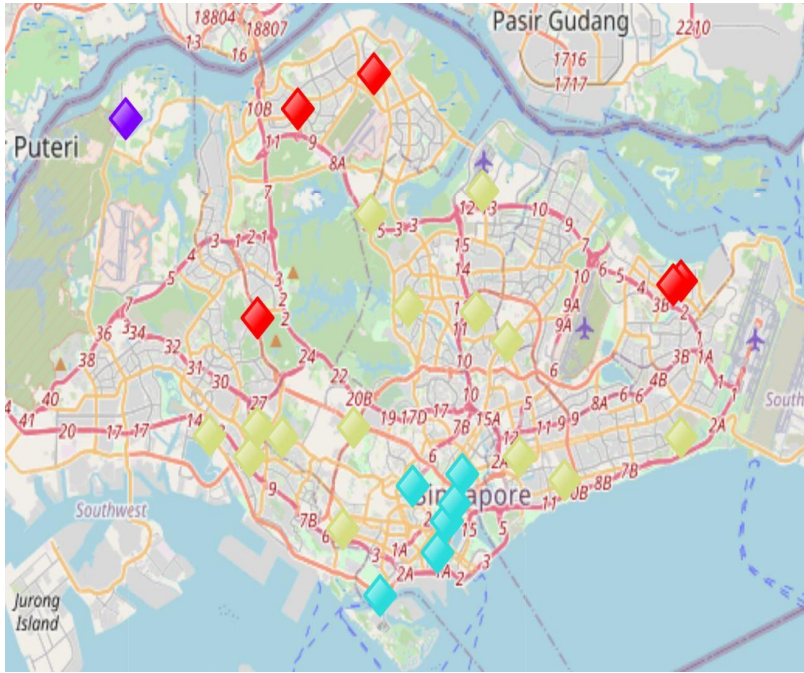


The count represents number of venues like restaurants, gyms, shopping malls etc. around the district.



How to spot any opportunities

- Look for less developed districts
- Look for districts in and around popular tourist attractions



Clustering the Districts

To observe patterns

To spot opportunities

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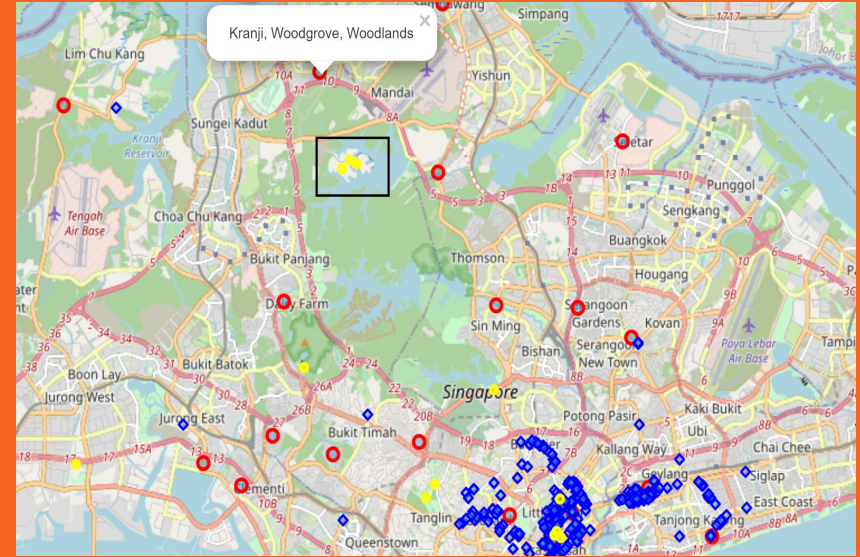
Analysing the clusters led to the observation that the red cluster presents a great opportunity for development.

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Analysing all districts in the red cluster,

**We conclude Kranji,
Woodgrove and
Woodlands is the ideal
district for building a
hotel.**

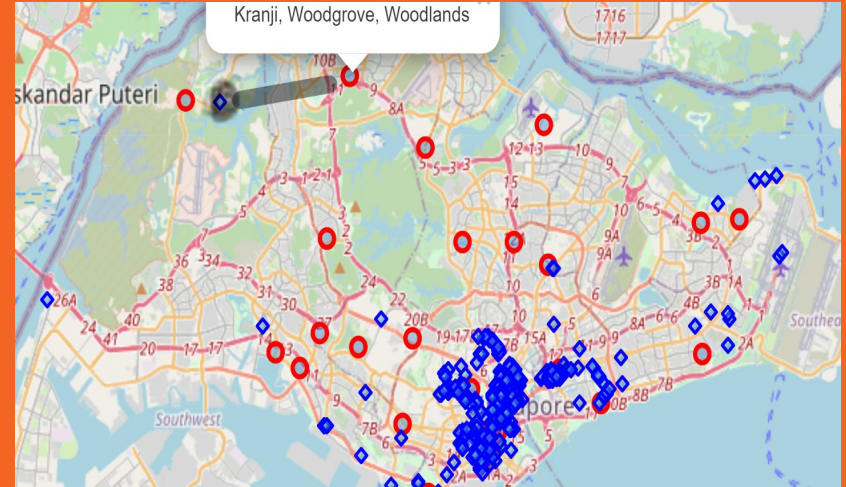
Why Kranji, Woodgrove and Woodlands was chosen

1. IT IS LOCATED CLOSE TO A CLUSTER OF TOURIST ATTRACTIONS LIKE THE NIGHT SAFARI, SINGAPORE ZOO AND BIRD SAFARI.



Why Kranji, Woodgrove and Woodlands was chosen

2. THERE ARE NO GOOD HOTELS NEARBY



THANK YOU