



Applied Data Science Capstone (IBM)

Opening a New Restaurant in Delhi, India

By: Anirban Pal

July, 2020



Business Problem

- High Competition
- Market Demand
- Preferred Location



Required Data

- List of neighbourhood in Delhi, India ([Wikipedia](#))
- Latitude and longitude coordinates of the neighbourhoods (using [Geocoder](#) package)
- Venue data by [Foursquare API](#)

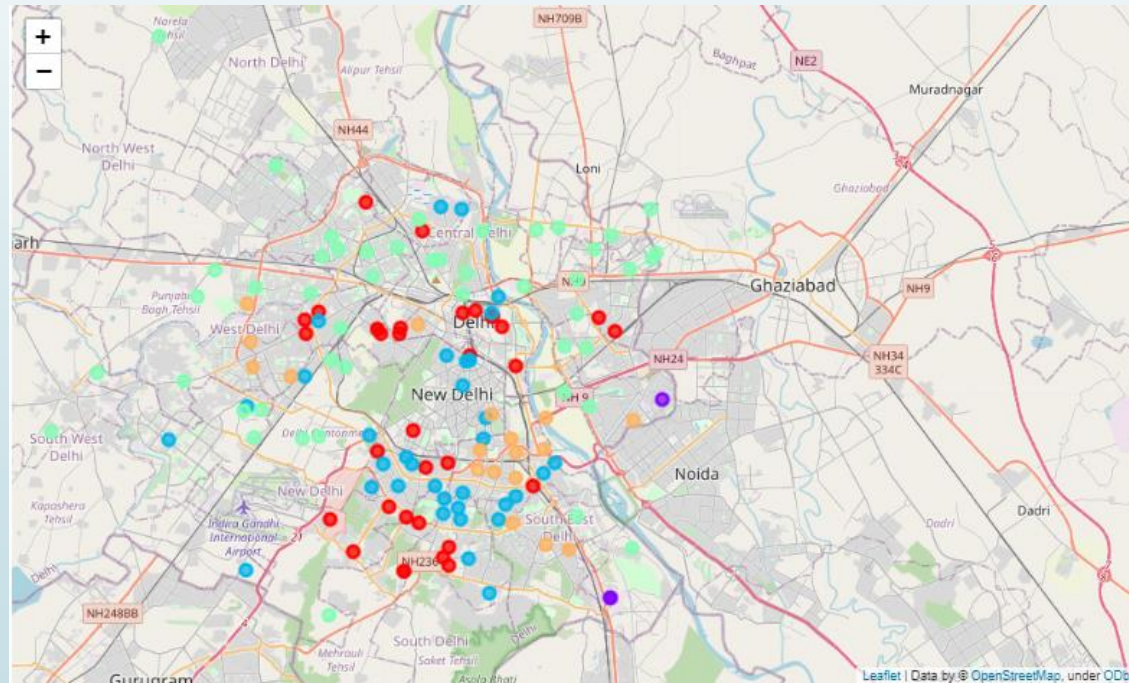


Methodology

- Libraries and package importing
- Web scrapping of the Wikipedia page
- Getting latitude and longitude using Geocoder
- Get venue data using Foursquare API
- Group data and filter for restaurants venue
- Clusters the neighbourhoods using K-means
- Visualize the map using Folium

Results

- Categorized into 5 clusters (0 - 4) among which cluster 3 is most suitable



Discussion

- Most suitable cluster is cluster – 3
- The order of suitability (Less to High) is **cluster 1> cluster 4> cluster 2> cluster 0> cluster 3**

