Battle of Neighborhoods | Exploring Islamabad

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1. Introduction:

Islamabad is the capital city of Pakistan. The city's master plan, designed by Greek architect *Constantinos Apostolou Doxiadis*, divides the city into zones, including administrative, diplomatic enclave, residential areas, educational sectors, industrial sectors, commercial areas, and rural and green areas.

Islamabad is divided into five major zones: Zone-I, Zone-II, Zone-III, Zone-IV, and Zone V. Out of these, Zone IV is the largest in area. Zone I consists mainly of all the developed residential sectors while Zone II consists of the under-developed residential sectors. Each residential sector is identified by a letter of the alphabet and a number, and covers an area of approximately 2 km × 2 km. The sectors are lettered from A to I, and each sector is divided into four numbered sub-sectors.
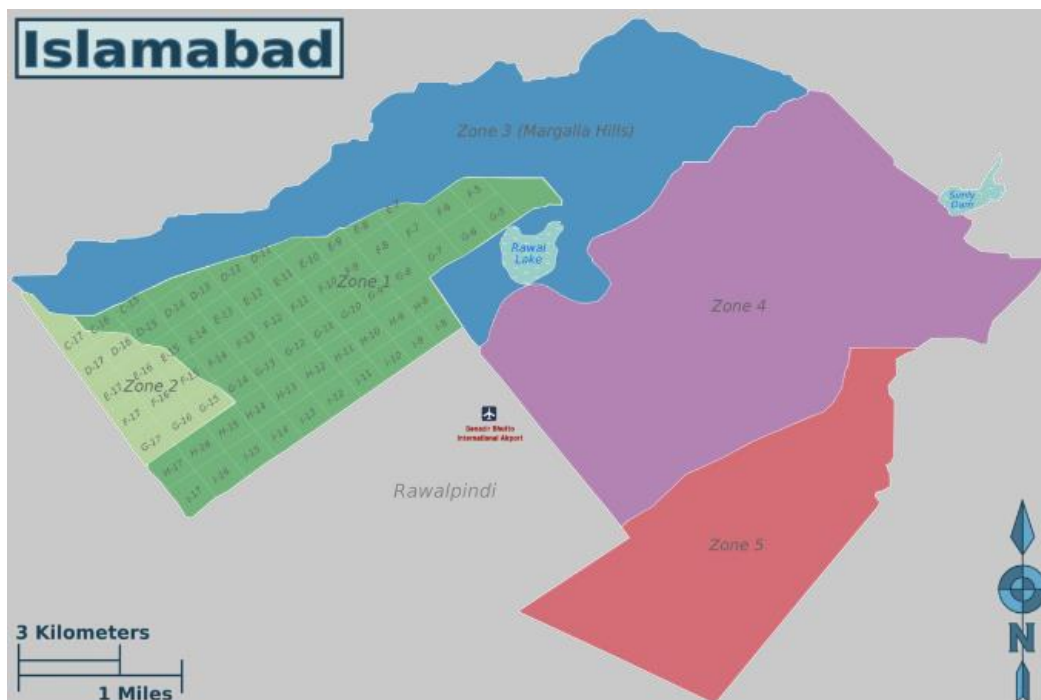

Figure 1: Masterplan of Islamabad City

2. Business Problem:

In this project, we will explore, segment, and cluster the Zone-1 sectors in the city of Islamabad based on most common venue information. We will also try to answer following stakeholder questions so they can make investment decision:

1. What are the most common venues in Zone-I?
2. Which sectors in Zone-I have highest venues?
3. Which sectors in Zone-I are yet to be developed based on most common venues?

3. Data:

Following data sources will be needed to extract/generate the required information:

- General information on Islamabad will be gained from Wikipedia
- Zones and sectors information will be gained from here
- Most common venues, their categories and location in every sector will be obtained using **Foursquare API**
- Coordinate of sectors will be obtained using **Goopy** library