

## Introduction/Business Problem

To compare the localities of the four most-populated cities in India - Mumbai, Delhi, Bangalore and Hyderabad, and determine how similar or dissimilar they are.

Target Audience: This study will be relevant to any company which has presence in any of these cities and like to expand the business to any other city among these cities.

## Data

1. Locality based PIN mapping data for acquiring pincode and address of all the localities within these cities
  - a. Source:  
<https://data.gov.in/resources/villagelocality-based-pin-mapping-16th-march-2017>
2. Google Geocoding API for converting address to latitude and longitude.
3. Foursquare API to collect venues info of localities.