Capstone Project

The Battle of Neighborhoods (Part-1)

Introduction:

Dhaka is the capitol city of Bangladesh. I picked this city because I lived there for 4 years and I am familiar with the demography of this part of the world. Dhaka's 2020 population is now estimated at **21,005,860**. In 1950, the population of Dhaka was **335,760**. Dhaka has grown by 3,408,684 since 2015, which represents a **3.60%** annual change. These population estimates and projections come from the latest revision of the UN World Urbanization Prospects. These estimates represent the Urban agglomeration of Dhaka, which typically includes Dhaka's population in addition to adjacent suburban areas. [Source]

Dhaka is a diverse city located in central Bangladesh along the Buriganga River. Not only is it the capital city, but it is also the largest in the country. In 2016, the population was 18.237 million in the Greater Dhaka Area.

Dhaka is the most populated city in Bangladesh, and it is also one of the most populated cities in the world. The Greater Dhaka Area has a population of over 18 million as of 2016, while the city itself has a population estimated at 8.5 million.

City Size and Population Density

It is one of the most densely populated areas in the world, with a density of 23,234 people per square kilometer within a total area of 300 square kilometers.

Dhaka Demographics

Dhaka and the municipalities that make up the Greater Dhaka Area have a total population of over 18 million, and the city has shown a population growth of about 4.2% annually. The vibrant culture and thousands of Bangladeshi businesses and international corporations have contributed to migration and population growth. However, like many other metropolises in the world, the growing population has led to an increase in pollution, congestion, and poverty, amongst other problems.

Many Dhakaites work in the household or unorganized labor, while a substantial portion (approximately 800,000) work in the textile industry, as Dhaka's garments exporting topped over 19 billion dollars in 2013. Approximately 23% of the population was unemployed according to data from 2013, with an estimated 34% of households living below the poverty line.

The average life expectancy is 70.4 years according to 2013 data from the Bangladesh Bureau of Statistics, which reflected a significant increase from 2009's 67.2 years average. The average life expectancy for males is 68.8, up from 66.1 in 2009, and for females, the number rose from 68.7 to 71.2

Business opportunity

Migration from rural areas of the country to urban Dhaka is an active contributor to the population growth. This rural migration accounted for 60% population growth throughout the 1960s and 1970s. While this growth has slowed since that time, Dhaka continues to show steady growth, with estimates placing the 2020 population at almost 21 million, while 2030 may see as many as 27.3 million residents. The fast-growing population has already put tremendous stress on the city, as evidenced by its high rates of poverty, and future concerns include increasing congestion, a higher percentage of unemployment and inadequate infrastructure.

With this huge population comes a lot of business opportunities. But since this is no secret to every business owner, there are a lot of competition. The ideal opportunity might come out with exploratory data analysis and data visualization.

Problem and approach

To find the answers to the following questions:

Q1) Pick an area of interest,

Q2) Explorer businesses in this location,

Q3) What different business are offered in this region,

Q4) Is it possible to do segmentation and clustering based on number of similar businesses?

Q5) What business ideas can come up with the most common venues in these locations?