FINDING AN IDEAL STARTUP LOCATION
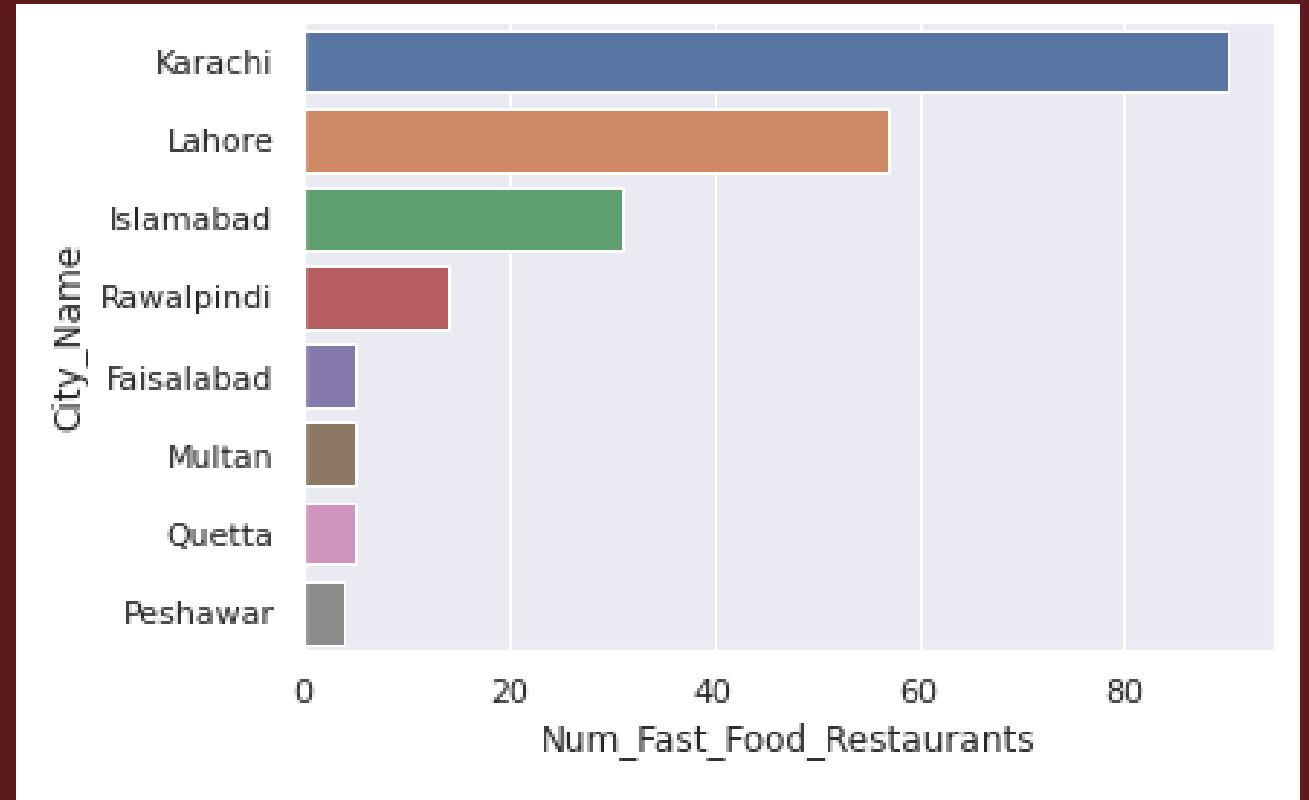
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LOCATION IS CRUCIAL FOR A STARTUP

➢ Primary source of attraction for a customer

➢ Better location will attract more customers

➢ Makes the initial startup success possibility larger

DATA ACQUISITION AND CLEANING

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➢ The data of Pakistan cities was obtained from <u>Pakistan Cities Dataset</u>

➢ The dataset had 146 rows (cities) and 9 columns which was reduced to 8 rows and 3 columns as we only needed the major cities

➢ The venue data for each city was obtained from <u>Foursquare</u> API
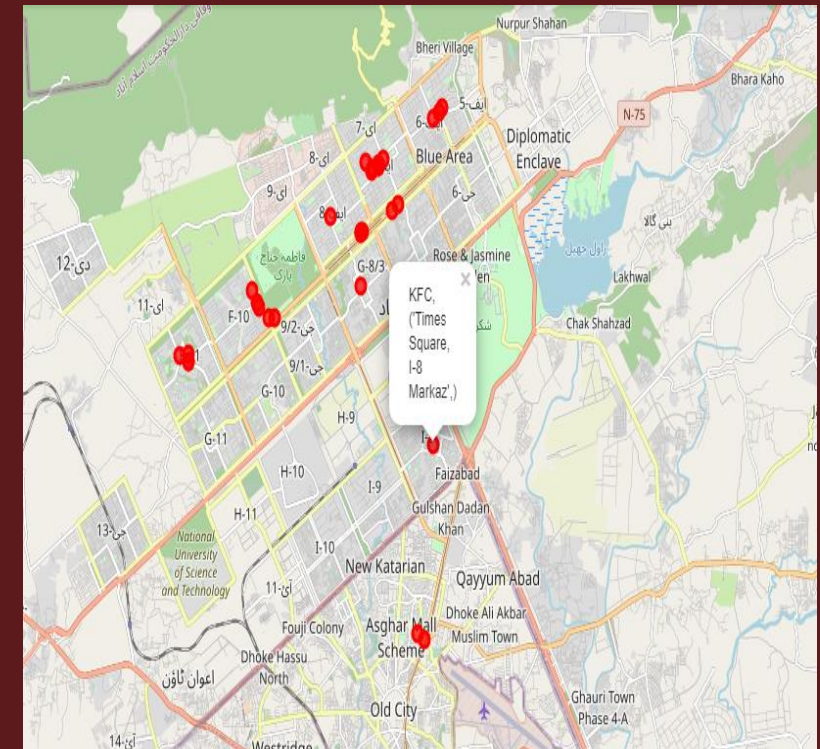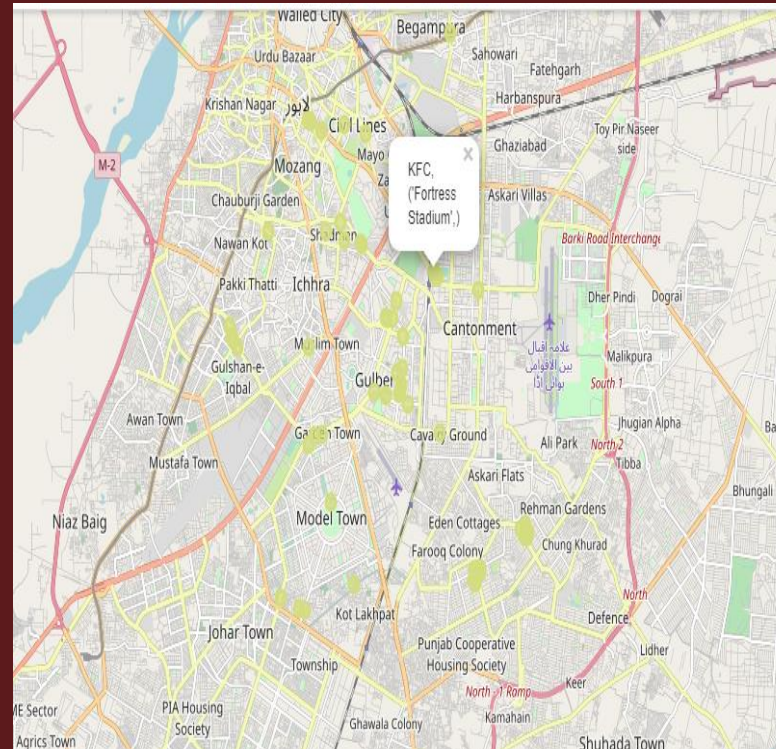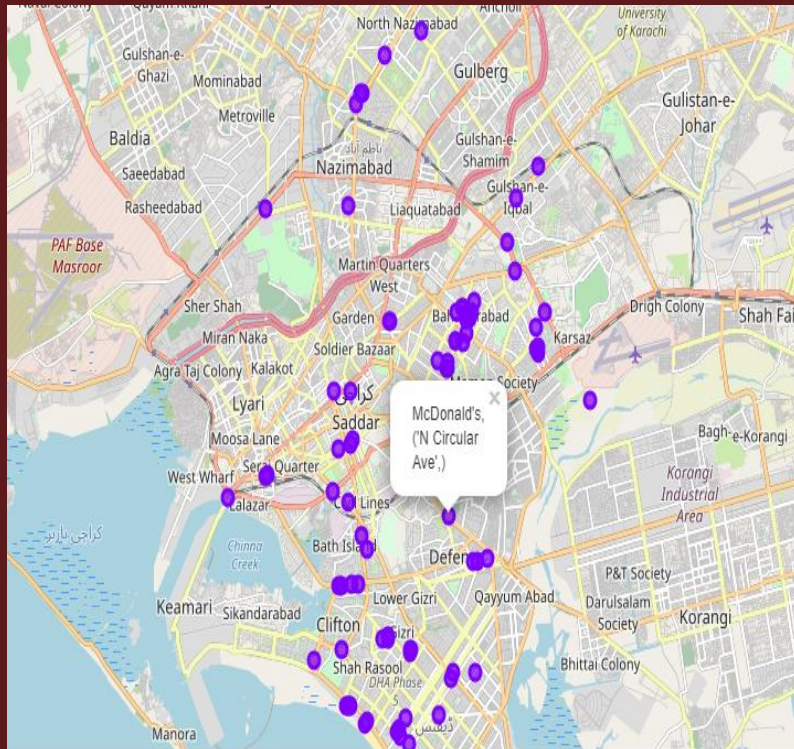
TOP 3 CITIES

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➢ We found out that the top 3 cities in terms of number of Fast-Food Venues were Karachi, Lahore and Islamabad.

MAP OF CITIES

We plotted all the locations in each city on a map and got these results

OBSERVATIONS

➢ The spread of the Fast-Food locations for both Karachi and Lahore was evenly distributed.

➢ They had significantly larger number of restaurants as compared to Islamabad.

➢ Islamabad had a very odd spread and lacked Fast-Food restaurants in certain places

CONCLUSION

➢ Analyzed all the major cities of Pakistan where Fast-Food locations are the most popular

➢ Plotted those locations on to a geographical map

➢ Found out the ideal spot for a Fast-Food startup using the information obtained from the plotted maps